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ABSTRACT

This extensive, selective bibliography of readings, an updating of "Media and Instructional Technology in the Library" by Bruce E. Dewey and Richard Howard, is designed to provide librarians and media specialists with an array of materials dealing with the range of activities and services relating to the inclusion of nonprint material in libraries. It is intended as a resource tool for the practicing librarian faced with problems of selection, acquisition, production, organization, and processing of nonprint materials, as well as for library school students and educational technologists. Over 4,000 items were examined for potential inclusion in the listing, and approximately 500 were selected. Concentration was on library use of nonprint material; instructional technology was treated in a general manner. "Near-print" media, such as microforms, maps, charts, globes, were excluded while "intermediate technology," e.g., slides, 8mm and 16mm film, audiotapes and recordings, were included. A primary source for the search was ERIC. Items are presented in a classified arrangement, and a complete author and title index provides alphabetic access to items included. (Author/JEG)

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MEDIA IN THE LIBRARY

A Selected, Annotated Bibliography

by

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with the assistance of

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1978

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MEDIA IN THE LIBRARY

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INTRODUCTION

The purpose of this extensive, selective bibliography of readings is to provide librarians and media specialists with an array of material dealing with the range of activities and services relating to the inclusion of nonprint material in libraries. It is an updating of Media and Instructional Technology in the Library by Bruce E. Dewey and Richard Howard (Syracuse: Center for Instructional Communications, Syracuse University, 1972).

This bibliography is intended as a resource tool for the practicing librarian faced with problems of selection, acquisition, production, organization and processing of nonprint materials and the provision of an integrated program of services. It is also intended for library school students to use in conjunction with a number of courses that focus directly or peripherally on the newer media. Additionally, this bibliography should prove useful to the educational technologist who may anticipate or already be working with libraries and librarians.

Over 4,000 items were examined for potential inclusion in this listing; approximately 500 were selected. All material prior to 1970 was excluded. Concentration was on library use of nonprint material; instructional technology was treated only in a general way. Certain forms of media that are 'near-print,' such as microforms, maps, charts globes, were excluded. Other media that is commonly found in typical school media centers, academic libraries, public libraries, and special art and music libraries were included. Examples of this 'intermediate technology' range from slides, 8mm and 16mm film, audiotapes and recordings, video tapes and cassettes

to the use of cable television. As most of these media require amplification, magnification, or projection for use, so articles, reports and books on the corollary equipment were also included.

A primary source used in the search was the ERIC data base. Other sources included a private file of books and articles collected over seven years of teaching and working in this area, plus a number of other printed guides and bibliographies. Most of the latter are cited in the first section - Guides to the Literature.

The bibliography is selective. It is intended to include the best and the most noteworthy. Titles of particular importance will be marked with an asterisk (*). The ED number is included for all items available from the ERIC Document Reproduction Service (EDRS).

In order to facilitate the use of the bibliography, the items are presented in classified arrangement. A complete author and title index provides alphabetic access to items included.

GENERAL WORKS

Guides to the Literature

1. An Alerting Service Bibliography on Libraries and Media. ERIC Clearinghouse on Information Resources, 1972- . Annual.

   Since 1977 published at Syracuse University, New York. Title now includes Educational Technology. This is an annotated bibliography listing publications within the scope of the Clearinghouse which do not appear in Resources in Education. 1977 - ED 148 376.

2. Andrew, J.R. Non-Book Materials and the Librarian; A Select Bibliography. 2d ed. London: Aslib, 1972.

   389 items written in English since 1965 on all aspects of the librarianship of non-book materials.

* 3. Audiovisual Market Place; A Multimedia Guide. New York: Bowker, 1969- . Annual.

   Directory of producers and distributors of educational audiovisual materials and equipment. Three major areas covered are: AV software, hardware and reference sources. Also includes educational radio and TV stations that sell or rent programming, periodical and finding tools, and a calendar of events.

4. Bogar, Candace W. Annotated Bibliography of Published Literature on the Cataloging and Classification of Films, Pictures and Slides in Architecture, City Planning and Art. (Council of Planning Librarians. Exchange Bibliography 405) 1973.

5. Boyle, Deirdre and Stephen Calvert, eds. Children's Media Market Place. Syracuse, N.Y.: Gaylord, 1978.

   Directory of sources for locating children's materials, including animated films, picture books, TV shows. Also contains a bibliography of selection tools and review journals.

6. Buckingham, Betty Jo. Selection Bibliography; A Bibliography of Selection Sources for School Library Media Centers. 3d ed. Des Moines, Ia.: Iowa State Dept. of Public Instruction, 1976. ED 130 678.

   Annotated bibliography surveying current selection and finding sources for print and nonprint materials.

7. Cable Television; A Bibliographic Review. James Schoenung, comp. Chicago: American Library Association, 1972.

   Part of an ALA packet on cable television.

8. Cantwell, Zita and Hortense A. Doyle. Instructional Technology; An Annotated Bibliography. Metuchen, N.J.: Scarecrow Press, 1974.

* 9. Chisholm, Margaret E. Media Indexes & Review Sources. College Park: School of Information Services, University of Maryland, 1972.

Comprehensive guide to periodicals and reference works which review audiovisual material. Work includes a bibliographic essay on various types of indexes and review sources.

10. Dale, Edgar and John Belland. A Guide to the Literature on Audiovisual Instruction. Stanford, Cal.: ERIC Clearinghouse on Media and Technology, 1971.

11. Ducote, Richard L. Learning Resources Centers; Best of ERIC: A Selected, Annotated Bibliography. Syracuse, N.Y.: ERIC Clearinghouse on Information Resources, 1977. ED 154 824.

Set up as a user manual for professional personnel in the learning resources field, it has sections on school, college and public library media programming, production and equipment, budgets, facilities, personnel and training.

* 12. Educational Media Yearbook. James W. Brown, ed. Ann Arbor: Bowker, 1971- . Currently biennial.

A review of significant aspects of educational media related activities, organizations, developments, and projected plans. Also lists print and nonprint resources, directories, training programs and funding sources.

13. Elsas, Diane, ed. Film/Television; A Research Guide. (Fact-file no. 11) Washington, D.C.: American Film Institute, 1977. ED 153 616.

Commercial and educational sources for research on film and television. Classified bibliography.

* 14. A Guide to Selecting Learning Resource Materials and Equipment. Springfield, Ill.: State Board of Education, Dept. of Local Educational Agency Services, 1978.

Evaluative essays and listings for selection of material and equipment. Has a section on selecting material for special education.

15. Hart, Thomas L., Mary Alice Hunt and Blanche Woolls. Multi-Media Indexes, Lists, and Review Sources; A Bibliographic Guide. (Books in Library & Information Sciences, Vol. 13) New York: Marcel Dekker, 1975.

16. Index to Instructional Media Catalogs; A Multi-Indexed Directory of Materials and Equipment for Use in Instructional Programs. New York: Bowker, 1974.

    An index to commercial catalogs containing all kinds of materials used in educational programs.

17. Kenney, Brigitte, et al. Annotated Bibliography on Cable Television for Librarians. Rev. ed. Philadelphia: Drexel University, Graduate School of Library Science, 1974.

18. Klempner, Irving M. Audiovisual Materials in Support of Information Science Curricula; An Annotated Listing with Subject Index. 2d ed. rev. Syracuse: ERIC Clearinghouse on Information Resources, 1977. ED 148 365.

19. Lewis, John P., Jr. A Guide to the Literature of Audiovisual Education. Wausau, Wisc: Library Assistance Service, 1976.

* 20. Lieberman, Irving. "Audiovisual Services in Libraries," pp. 231-277 of Advances in Librarianship, Vol. 5. Melvin J. Voigt, ed. New York: Academic Press, 1975.

    Includes a 28 page appendix of recommended books, pamphlets and periodicals for a library audiovisual materials collection as well as tools for selection of materials.

* 21. Limbacher, James L. A Reference Guide to Audiovisual Information. New York: Bowker, 1972.

    A one-volume source of information on feature films, filmstrips, theater, radio, television and recordings. Describes how to build a ready-reference file on audiovisual topics including sample forms, suggestions for subject headings, and tips on the kinds of information to include. Also selected bibliography of supplementary reading.

22. Multi-Media International Yearbook. Stefan Bamberger, ed. Palo Alto, Calif.: Multimedia International, 1976.

* 23. Selecting Instructional Media. Littleton, Col.: Libraries Unlimited, 1978.

    Updates Sive's Educator's Guide to Media Lists (see below). Contains annotations of 428 published lists of audiovisual and instructional media and mentions 132 others.

* 24. Sive, Mary Robinson. Educator's Guide to Media Lists. Littleton, Col.: Libraries Unlimited, 1975.

    "An awareness tool that fully annotates 270 selected published lists of audiovisual and other instructional media." Organized by broad subject area and by type of media.

25. Taggart, Dorothy T. A Guide to Sources in Educational Media and Technology. Metuchen, N.J.: Scarecrow Press, 1975.

* 26. Wellisch, Hans, ed. Nonbook Materials; A Bibliography of Recent Publications. (Student Contribution Series no. 6) College Park, Md.: College of Library and Information Services, University of Maryland, 1975.

Books and articles published in 1970 or later on all types of nonbook materials currently in use in libraries (with the exception of microforms). Functional arrangement with annotations.

27. Wheelbarger, Johnny J. Learning Resource Centers; A Guide to the Literature Relating to LRC Operation. Nashville, Tenn.: Trevecca Nazarene College, 1972. ED 067 902.

General Readings

* 28. Asheim, Lester and Sara Fenwick, eds. Differentiating the Media. Chicago: Univ. of Chicago Press, 1975.

Proceedings of the 37th Annual Conference of the Graduate Library School held August 5-6, 1974. Includes papers by Frances Henne, Ron Powers, Donald R. Gordon, Virginia Wright Wexman and Wesley Doak.

29. Atkinson, Hugh C., "Extension of New Services and the Role of Technology," Library Trends 23 (October 1974) 305-317.

A critical look at the promise and reality of several media of interest to librarians -- cable television, cassette television and computer services.

30. Belland, John C., "Educational Media; Why Bother?" School Media Quarterly 3 (Spring 1975) 219-222, 235-236.

A statement of concern about the important role of media personnel in the development of learning opportunities for the user -- student and teacher.

* 31. Boyle, Deirdre, ed. Expanding Media. Phoenix: Oryx Press, 1977.

A collection of 45 articles published since 1969. Examines the broad applications of media to all types of libraries and attempts to answer both philosophical and practical questions related to integrating media into library thinking.

32. Burlingame, Dwight F., "Them's Fightin' Words; Media in the Library," Audiovisual Instruction 26 (October 1976) 25.

* 33. Cabeceiras, James. The Multimedia Library: Material Selection and Use. (Library and Information Science Series) New York: Academic Press, 1978.

A basic introduction to the selection and use of various information media in all types of libraries. It analyzes the characteristics of each type of medium with regard to uniqueness as well as similarity to other information media.

* 34. Chisholm, Margaret, ed. Reader in Media, Technology and Libraries. Englewood, Colo.: Microcard Editions, 1975.

Topics covered include philosophical considerations, state-of-the-art articles on media, case studies, functional activities dealing with media, use of media with special groups, networking, copyright and innovative directions.

35. Clement, Evelyn G. Audiovisual in Libraries; The Past. Chicago: American Library Association, 1976. ED 129 328.

Paper presented at the ALA Annual Conference.

36. Ely, Donald P. The World of Audiovisual Education; Its Impact on Libraries and Librarians. Paper presented at mini-conference preceeding the Biennial Conference of the Library Association of Australia. Hobart, Tasmania, August 25, 1977. ED 145 824.

The increase in independent study, the expansion of clients' needs, the recognition of future developments in technology, and the acceptance and use of a behavioral approach to community information problems suggest that all librarians need more sophistication in the special contributions to learning of each type of media.

37. Henne, Frances, "Content Versus Container Orientation," Library Quarterly 45 (January 1975) 13-26.

An overview of current uses of print and audiovisual media in libraries.

38. Media and Symbols; The Forms of Expression, Communication, and Education. David R. Olson, ed. Yearbook Series, No. 73, Pt. 1. Chicago: Univ. of Chicago Press, National Society for the Study of Education, 1974.

39. Shores, Louis. Audiovisual Librarianship; The Crusade for Media Unity (1946-1969). Littleton, Colo.: Libraries Unlimited, 1973.

A collection of the author's essays and articles stressing the need to treat all recorded information in similar ways to the end of making all material readily available to the potential user.

40. Prostano, Emanual T. Audiovisual Media and Libraries; Selected Readings. Littleton, Colo.: Libraries Unlimited, 1972.

41. Penland, Patrick R. and Alamma Mathai. The Library as a Learning Center. New York: Marcel Dekker, 1978.

42. Topper, L., "Back to Basics; Some Problems and Pointers for Those Introducing Audiovisual Materials into the Library," Wilson Library Bulletin 47 (September 72) 42-45.

General Readings - Audio

43. Gifford, F. Tape; A Radio News Handbook. New York: Hastings House, 1977.

History and philosophy plus fundamentals of tape, tape equipment and maintenance.

44. Poulos, Arthur, "Audio and Video Cassettes; Friend or Foe of the Librarian," Special Libraries 63 (May/June 1972) 222-226.

History of audio and video cassettes. Lists the advantages as easy handling, portability and storage. Gives disadvantages as additional indexing, lack of compatability among manufacturers' systems, and increased budget for viewing rooms and equipment.

45. Schicke, Charles A. Revolution in Sound; A Biography of the Recording Industry. Boston: Little, Brown, 1974.

* 46. Stevenson, Gordon, "Sound Recording," pp. 279-320 of Advances in Librarianship, Vol. 5. Melvin J. Voigt, ed. New York: Academic Press, 1975.

* 47. "Trends in Archival and Reference Collections," Library Trends 21 (July 1972) entire issue.

This issue is devoted to all aspects of recordings -- selection, acquisition, cataloging, circulation and storage.

General Readings - Visual

48. Debes, J.L. and C.M. Williams, "Power of Visuals," Instructor 84 (December 1974) 31-38.

* 49. Freudenthal, Juan R., "The Slide as a Communication Tool," School Media Quarterly 2 (Winter 1974) 109-115.

A state-of-the-art survey listing and discussing organizations and publications relevant to library collections of slides.

50. Langford, Michael J. Visual Aids and Photography in Education; A Visual Aids Manual for Teachers and Learners. New York: Hastings House, 1973.

51. Lewis, Philip, "Slides Make a Comeback; Exciting New Directions for an Old Medium," Journal; Technological Horizons in Education 3 (February 1976) 24-27.

General Readings - Film

52. Gottesman, Ronald. Guidebook to Film; An Eleven-in-One Reference. New York: Holt, Rinehart and Winston, 1972.

Sources useful in film study and production. Includes theses and dissertations; directories of museums, archives, and film schools; sources of equipment and supplies for production; film organizations and services; also winners of major film awards.

53. Gunter, Jonathan F. Super 8; The Modest Medium. New York: Unipub, 1976. ED 138 301.

54. Happe, Bernard. Basic Motion Picture Technology. 2d ed. New York: Hastings House, 1975.

55. Malkiewicz, J. Kris. Cinematography: A Guide for Film Makers and Film Teachers. New York: Van Nostrand-Reinhold, 1973.

56. Pechter, William S. Twenty-four Times a Second; Films and Filmmakers. New York: Harper, 1973.

* 57. Wiest, Donald G., "Film; the Durable Medium," Special Libraries 62 (1971) 475-480.

General Readings - Video

58. Beards, P.H. and J.F. Robinson. Using Videotape. New York: Hastings House, 1976.

* 59. Ferretti, Fred, "Educational Television," American Libraries 3 (April 1972) 336-348.

Educational television is examined both for its programing in the 60's and its promise in the 70's. Included is a 110 item filmography with subject index.

60. Fransecky, Roger B., "The Video Explosion; Changing (?) and Future," Audiovisual Instruction 20 (May 1975) 28-30.

* 61. Goldstein, Seth. Video in Libraries; A Status Report. White Plains, N.Y.: Knowledge Industry Publications, 1977.

62. Gordon, George N. and Irvin A. Falk. Video-cassette Technology in American Education. Englewood Cliffs, N.J.: Educational Technology Publications, 1972.

63. "Have You Watched a Book Today?" An Experimental Project of the Public Television Library. Final Report. Washington, D.C.: Public Television Library, 1975. ED 104 393.

64. Hollowell, Mary Louise, "The Libraries' Growing Use of Video Technology and Cable TV," Broadcast Management Engineering/ Cable Management Engineering 9 (November 1973) 10-16.

* 65. Kletter, Richard C. and Heather Hudson, "Video Cartridges and Cassettes," pp. 197-238 of Annual Review of Information Science and Technology. Vol. 7. Carlos A. Cuadra and Ann W. Luke, eds. Washington, D.C.: American Society of Information Science, 1972.

66. Vasilakis, M., "Video as a Service in Special Libraries," Special Libraries 64 (September 1973) 351-354.

A closed circuit television distribution system is used for employee training, community relations projects and presentation of engineering concepts.

General Reading - Cable Television

67. "Cable Television and Media," Connecticut Audiovisual Education Association, Bulletin No. 27. Stanton Rome, ed. Middletown, Conn.: CAVEA, 1974, entire issue.

* 68. "Cable Television for Librarians," Drexel Library Quarterly 9 (January and April 1973) entire issue.

69. Cable Television Information Center; the Urban Institute. Washington, D.C.: The Urban Institute, 1972, 1977.

A looseleaf notebook containing everything you wanted to know about cable -- Federal regulations, technical standards and specifications, etc.

70. Cleland, Margaret. Cable in Connecticut; A Citizen's Handbook. Hartford, Conn.: Community Access Television Workshop of Greater Hartford, 1976.

71. Dale, Brian, "Cable Television and Large Public Libraries; The State of the Art in Canada," Canadian Libraries 29 (March-April 1972) 97-103.

72. Hollowell, Mary Louise, ed. Cable Handbook, 1975-1976; A Guide to Cable and New Communications Technologies. Washington, D.C.: Communications Press, 1975.

A series of 16 papers providing general background and describing activities in a wide range of actual uses, including minorities, schools, health, churches, libraries, and museums. Other papers are on public access, profit and loss, and public affairs programing.

* 73. Kenney, Brigitte L. The Status of Cable Communications in Libraries. Philadelphia: Graduate School of Library Science, Drexel Univ., 1974.

Librarians are and will be using cable television technologies to enhance and extend their services. Cable communications are an opportunity to gain credibility and visibility and also extend the legitimate function of libraries to collect, store and disseminate information.

74. Lucas, William. Moving from Two-Way Cable Technology to Educational Interaction. Santa Monica, Calif.: Rand Corp., 1976. ED 135 371.

75. Stoney, George, "Cable Television; Should Librarians Get Into the Act?" Film Library Quarterly 7 (No. 3-4, 1974) 85-90.

Advice for libraries on utilization of cable television and on videotape use and preservation.

* 76. Thomassen, Cora E. CATV and Its Implications for Libraries. (Allerton Park Institute No. 19) Champaign-Urbana, Ill.: Graduate School of Library Science, Univ. of Illinois, 1974.

General Periodicals

77. AV Guide; The Learning Media Magazine. Chicago: Scranton Gillette Communications, 1922- . Monthly.

Formerly Educational Screen and AV Guide includes a regular feature item and special columns on new equipment and new materials.

78. Advanced Technology/Libraries. White Plains, N.Y.: Knowledge Industry Publications, 1972- .

Provides information on new developments in technology and their application to libraries. Reports on equipment testing and new audiovisual aids.

* 79. Audiovisual Instruction. Washington, D.C.: Association for Educational Communications and Technology, 1956- . Monthly, except July and August.

In addition to general articles, includes an 'instructional resources' section which deals with basic AV production.

80. British Journal of Educational Technology. London: Council for Educational Technology, 1970- Three a year.

Articles and research papers of a general nature of interest to practitioners in the field of educational technology.

81. Business Screen. New York: Harcourt Brace Jovanovich, 1938- . Bimonthly.

Editorials, articles and reviews on audiovisual materials in business. Includes features on equipment and television.

82. Educational Media. Fort Worth, Texas: Educational Media, 1969- . Monthly, except July and August.

83. Media and Methods. Philadelphia: North American Publishing, 1964- . Monthly from October through May.

Features articles on the use of media in education, particularly secondary English and social studies.

84. Media Mix; Ideas and Resources for Educational Change. Chicago: Claretian Publications, 1969-. Monthly from October through May.

Resources and new materials in print, film and disc recording for secondary schools and colleges.

SELECTION OF MATERIAL AND EQUIPMENT

Selection Decisions - Readings

85. [Evaluation and Selection of Nonprint Media and Equipment], Audiovisual Instruction 20 (April 1975) entire issue.

    Articles of particular interest include "Evaluating the Media" by Irene Wood; "Evaluative Criteria of Nonprint Materials; A Compromise" by Edward B. Lasher; and "Preview -- One Step in the Selection Process" by Blanche Woolls and David V. Loertscher.

86. Day, Joseph A., "The Pitfalls of Evaluating Instructional Materials," Audiovisual Instruction 21 (May 1976) 26-27.

87. A Guide to Selecting Learning Resource Materials and Equipment. Springfield, Ill.: State Board of Education, Dept. of Local Educational Agency Services, 1978.

88. Johnson, Mary Frances K., "Media Selection: Six Concerns," Catholic Library World 47 (May-June 1976) 416-417.

    The concerns deal with selection tools, bibliographic control, development of educational media selection centers, improved preparation of librarians, collection building, and a broader view of the scope of collections.

89. Jones, Emily S. Manual on Film Evaluation. New York: Educational Film Library Association, 1974.

    A set of guidelines for evaluating films. Includes information on how to form an evaluation committee, schedule a screening, write a synopsis, judging the potential uses and audience and assessing technical quality.

90. Media Selection Policy. Menomonie, Wisc.: Media Retrieval Services, Wisconsin University, 1978. ED 152 298.

    Policy incorporates guidelines contributed by academic departments in the Univ. of Wisconsin-Stout, as well as by professional staff of the media retrieval services at Pierce Library.

91. Quinly, William J. Selection, Acquisition and Utilization of Audiovisual Materials. Washington, D.C.: Association of Educational Communications and Technology, 1977.

92. Rowell, John and M. Ann Heidbreder. Educational Media Selection Centers; Identification and Analysis of Current Practices. (ALA Studies in Librarianship Number 1) Chicago: American Library Association, 1971.

    The results of a National Book Committee survey of media selection facilities at state, regional and local levels.

* 93. Selecting Media for Learning. Washington, D.C.: Association for Educational Communications and Technology, 1976.

A group of 31 articles from Audiovisual Instruction on selecting media in accordance with objectives of instruction, media evaluation procedures and guidelines, instructional development and the selection process, and external factors affecting the selection of materials.

94. Webster, William J. Evaluation of Instructional Materials. Washington, D.C.: Association for Educational Communications and Technology, 1976.

A state of the art summary with a practical model for instructional materials evaluation.

95. Video Programs and Their Problems: Locating, Previewing, Evaluating, Purchasing. Chicago: American Library Association, Information Science and Automation Division, 1976.

96. Wyman, Raymond. Mediaware: Selection, Operation, and Maintenance. 2d ed. Dubuque, Ia.: Wm. C. Brown, 1976.

Sources of Equipment

* 97. Audiovisual Equipment Directory. Fairfax, Va.: National Audio-Visual Association, 1953- . Annual.

Photographs and technical specifications arranged by types of equipment alphabetically by manufacturer and in ascending order by list price.

98. "AV Hardware; What's New for Today's Classroom," Instructor 83 (January 1974) 111 ff.

99. Clarke, James P., "Equipment Evaluation," Catholic Library World, 46 (February 1975) 305-306.

100. Cohen, Monroe D., ed. Selecting Educational Equipment and Materials for School and Home. Rev. ed. Washington, D.C.: Association of Childhood Education International, 1976.

* 101. The Consumer's Index to Product Evaluations and Information Sources. Ann Arbor, Mich.: Pierian Press, 1975- . Bi-weekly.

Indexes a number of sources for equipment evaluations. Citations indicate whether equipment covered has been tested, evaluated or just described. Most references to AV equipment appear in Section 9: Sight and Sound. Index is cumulated annually.

102. Consumer Reports; Buying Guide Issue. Mt. Vernon, N.Y.: Consumers Union, 1936- . Annual.

Contains a section on various commercial models of audio, recording, television, and photographic equipment.

* 103. Educational Product Report. New York: Educational Products Information Exchange Institute, 1969- . Six times a year.

The Institute is a nonprint cooperative conducting impartial studies of learning materials and systems. Equipment and software evaluations are periodically updated in EPIEgram (see below). Examples of useful issues are:

Overhead Projectors, no. 39, 1971.
Classroom Cassette Recorders; Low and Moderate Cost, no. 56, 1973.
How Good Are the Best Filmstrips? Four Critical Evaluations, 7 (October 1973) 2-15.
Heavy Duty Audio Cassette Recorders (February 1974)
Evaluation of 16mm Motion Picture Projectors, (January 1975)

104. Educators' Purchasing Guide. Philadelphia: North American Publishing, 1969- . Annual.

Comprehensive index to suppliers of equipment and supplies for educational needs.

105. Educator's Purchasing Master. 3 vol. Englewood, Colo.: Fisher Publishing, 1970.

Volume II identifies audiovisual instructional media and equipment with producers and manufacturers.

* 106. EPIEgram; the Educational Consumers' Newsletter. New York: Educational Products Information Exchange Institute, 1972- . Four times each month from October through June.

A consumer's union which operates an information exchange and testing bureau. Issues alternate between concerns of instructional material purchasers/users (EPIEgram Materials) and instructional equipment purchasers/users (EPIEgram Equipment).

107. Guidelines for the Selection and Use of Audiovisual Equipment. Baltimore: Maryland State Department of Education, 1972.

108. Kaufman, Peter. Guide to Basic and Miscellaneous Equipment Serving the Art Slide Curator or Librarian, Including Annotated Bibliographies on Art Slide Librarianship. Glendale, Calif.: Art Libraries Society of North America, 1973.

109. Knecht, Kenneth. Designing and Maintaining the CATV and Small TV Studio. 2d ed. Blue Ridge Summit, Penn.: TAB Books, 1976.

Simplified guide on installation and maintenance of production facilities for cable television and the small broadcast television studio.

110. Kybett, Harry. The Complete Handbook of Videocassette Recorders. Blue Ridge Summit, Penn.: TAB Books, 1977.

* 111. Laird, Dugan. A-V Buyer's Guide; A User's Look at the Audio-Visual World. 2d ed. Fairfax, Va.: National Audio-Visual Association, 1974.

Helpful advice on how to select and maintain audiovisual equipment.

* 112. Library Technology Reports. Chicago: American Library Association, 1965- . Six times a year.

A comprehensive service to provide authoritative information on library systems, equipment, and supplies to the library profession, it presents detailed descriptions and evaluations of all kinds of equipment for projection, listening, photocopying, duplicating, and microforms. An edited cumulation of evaluations from 1965-1975 is available in an annual microfiche entitled The Sourcebook of Library Technology.

113. Locatis, Craig, "Regulating the Educational Marketplace; Standards for Equipment and Materials," Audiovisual Instruction 17 (December 1972) 33-37.

* 114. Rosenberg, Kenyon C. and John S. Doskey. Media Equipment; A Guide and Dictionary. Littleton, Colo.: Libraries Unlimited, 1976.

Criteria for media equipment selection with checklists for purchase and evaluation. Definition of some 400 media terms.

115. Selection and Utilization of Audiovisual Equipment. Annapolis, Md.: State Dept. of Education, Division of Library Development and Services, 1977.

116. Shaver, Johnny M., "Selecting Initial Media Equipment for New Facilities," School Media Quarterly 2 (Spring 1974) 227-223.

117. Smith, Welby, "VTR Update; Runnin' Hard Through the Video Looking Glass," Media and Methods 13 (October 1976) 16-19, 64-70.

Provides specific suggestions about what to look for in videotape recording equipment. Surveys the similarities, differences, capabilities and limitations of major formats.

118. Test Report. National Film Board of Canada. Looseleaf form.

Comprehensive tests and evaluations of audiovisual equipment. Widely distributed to Canadian public schools but not generally available outside Canada.

Sources of Material - General

119. Advisory List of Instructional Media for Media Education. Raleigh: North Carolina State Dept. of Public Instruction, Division of Educational Media, 1977- . Annual. ED 149 752.

Selected materials appropriate to school media education programs. Materials are listed by type of media: books, film loops, films, filmstrips, and kits. They range from kindergarten to senior high school. Annotated with price information.

120. Audio-Visual Resource Guide. Cincinnati: National Council of Churches, Friendship Press, 1972.

Recommended media primarily for use in religious education.

121. Audiovisual Resources for Teaching Instructional Technology; An Annotated Listing. Updated by Bernard J. Dodge. Syracuse: ERIC Clearinghouse on Information Resources, March 1978. ED 152 337.

122. Blue Book of Audiovisual Materials. Chicago: Scranton Gillette Communications, 1955- . Annual.

This annual summer issue of AV Guide is a comprehensive listing of the year's productions and directory of producers.

123. Brown, Lucy Gregor. Core Media Collection for Secondary Schools. New York: Bowker, 1975.

124. Brown, Lucy Gregor and Betty McDavid. Core Media Collection for Elementary Schools. 2d ed. New York: Bowker, 1978.

An updated version of Resources for Learning; A Core Media Collection for Elementary Schools, edited by Roderick McDaniel in 1971.

* 125. Educator's Guide ... . Randolph, Wisc.: Educators Progress Service. Annual.

Annual guides to free materials in various nonprint media and special subject fields. Titles include:

* 125. Educator's Guide ... . (continued)

... to Free Curriculum Materials.
... to Free Films.
... to Free Filmstrips.
... to Free Health, Physical Education, Recreation.
... to Free Science Materials.
... to Free Tapes, Scripts, and Transcriptions.
... to Guidance Materials.
... to Free Social Studies Materials.
... Grade Guide to Free Teaching Aids.
... to Free Audio and Video Materials.

126. The Elementary School Library Collection. 11th ed. edited by Phyllis Van Orden and Lois Winkel. Newark, N.J.: Bro-Dart, 1977.

127. Free and Inexpensive Learning Materials. Nashville, Tenn.: George Peabody College for Teachers, Division of Surveys and Field Services, 1941- . Biannual.

A standard directory to maps, posters, pictures, charts, pamphlets, and other educational aids.

128. Greene, Ellin and Madalynne Schoenfeld, comp. A Multimedia Approach to Children's Literature. 2d ed. Chicago: American Library Association, 1977.

A selective list of films, filmstrips and recordings based on children's books. Annotated.

129. Hopkinson, Shirley L., comp. Instructional Materials for Teaching the Use of the Library; A Selected, Annotated Bibliography of Films, Filmstrips, Books and Pamphlets, Tests and Other Aids. San Jose, Calif.: Claremont House, 1971.

* 130. International Index to Multi-Media Information. Pasadena, Calif.: Audio-Visual Associates, 1970- . Quarterly.

A three year cumulation 1970-72 published in 1972 and distributed by Bowker excerpted over 20,000 reviews and citations from 64 U.S. and British publications in all formats. Former title was Film Review Index.

131. Klempner, Irving M. Audiovisual Material in Support of Information Science Curriculum; An Annotated List with Subject Index. 2d ed. rev. and expanded. Syracuse: ERIC Clearinghouse for Information Resources, 1977. ED 148 365.

132. Media Evaluations 1974. Terre Haute, Ind.: Indiana Association for Educational Communications and Technology and Indiana State University, School of Education, 1974. ED 090 952.

Evaluations of recently produced media products designed for use in schools. The materials are grouped in three main categories -- films, filmstrips and others, including kits, charts, tapes, filmloops and slides.

133. The MERC Directory; A Listing of Independently Produced Film and Video Works Available for Distribution. New York: Young Filmmakers Foundation, 1977.

134. Media Index; The Professional Resource for Elementary Media Librarians. Pleasantville, N.Y., 1978- . Ten issues a year.

Evaluations, special reports, newsletters and announcements of new releases.

* 135. Media Review Digest. Ann Arbor, Mich.: Pierian Press, 1970- . Quarterly, cumulated annually.

Formerly Multi-Media Reviews Index. Comprehensive guide to reviews of nonprint media. Indicates recommendation of reviewer, catalog information, suggested subject headings. A "Media in Print" publication.

136. Mirwis, Allan. Guides to Educational Media Software. Vol. 1. New York: Educational Media Information Service, 1977.

137. Museum Media; A Directory and Index of Publications and Audiovisuals Available from United States and Canadian Institutions. Paul Wasserman and Esther Herman, eds. Detroit: Gale Research Co., 1973- . Biennial.

138. Museum of Modern Art, Department of Film. Circulating Programs. New York, 1973.

* 139. National Audiovisual Center. A Catalog of U.S. Government Produced AV Materials. Washington, D.C.: General Services Administration, 1969- . Biennial.

Title varies. From 1969-1972 was U.S. Government Films, 1974 - A Catalog of U.S. Government Produced Audiovisual Materials, 1978 - Reference List of Audiovisual Materials Produced by the U.S. Government.

* 140. NICEM (National Information Center for Educational Media) Index ... Los Angeles: University of Southern California, 1964- . Most volumes are biennial.

These comprehensive bibliographies began with McGraw-Hill's 14 volume Educational Media Index published in 1964 and updated by the Westinghouse Learning Corporation's Learning Directory 1970-1971 with supplements.

* 140. NICEM Index ... (Continued)

Now a series of descriptive bibliographies compiled according to physical type of material or subject as part of a large computer data base. Aims to provide current and comprehensive, not selective, coverage. Arranged by subject and title with annotations, audience level, physical descriptions, and ordering information. Titles include:

... to 16mm Educational Films.
... to Black History and Studies - Multimedia.
... to Ecology - Multimedia.
... to Educational Audio Tapes.
... to Educational Overhead Transparencies.
... to Educational Records.
... to Educational Slides.
... to Educational Video Tapes.
... to 8mm Motion Cartridges.
....to Health and Safety Education - Multimedia.
... to Producers and Distributors.
... to Psychology - Multimedia.
... to 35mm Educational Filmstrips.
... to Vocational and Technical Education - Multimedia.

* 141. NICEM. Update of Nonbook Media. Los Angeles: National Center for Educational Media, University of Southern California, 1972- . Annual.

Subscription service which updates and supplements all previous NICEM indexes.

142. Nystrom, Lois J., "Metro 1977 Multi-Media Evaluation Report," Windsor, Conn.: Metro Media Evaluation Center, 1977. ED 148 391.

This evaluation of instructional materials is based on data collected from statistical summaries, predictive instruments, teacher and student reactions, in-depth studies, evaluation seminars and observations.

143. Pepe, Thomas J. Free and Inexpensive Educational Aids. 4th ed. New York: Dover, 1970.

144. Photography Market Place, 1975-1976. New York: Bowker, 1975.

Directory of hardware and software sources. Extensive bibliography.

* 145. Rufsvold, Margaret I. Guides to Educational Media. 4th ed. Chicago: American Library Association, 1977.

An annotated comprehensive guide to catalogs and lists of audiovisual media, organizations, and media periodicals.

146. Pitts, Michael R. Radio Soundtracks; A Reference Guide. Metuchen, N.J.: Scarecrow Press, 1976.

147. The Seed Catalog; A Guide to Teaching/Learning Materials. Jeffrey Schrank, ed. Boston: Beacon Press, 1974.

Chapters on various media as well as other publications, periodicals and organizations.

* 148. Sources; A Guide to Print and Nonprint Materials Available from Organizations, Industry, Government Agencies, and Specialized Publishers. Syracuse, N.Y.: Gaylord, 1977- . 3 times a year.

Items not included in traditional bibliographic tools. Although 4000 titles were listed in first issue, the major purpose is the characterization of specific sources rather than complete listings of publications.

149. U.S. Office of Education. Aids to Media Selection for Students and Teachers. Washington, D.C.: GPO, 1971.

A Supplement was issued in 1973 and a revised edition in 1974. Annotated bibliography of book and audiovisual selection sources and sources of multi-ethnic materials.

Sources of Material - General Periodicals

* 150. Booklist. Chicago: American Library Association, 1905- . Semi-monthly.

Topical bibliographies often include reviews of audiovisual materials. Reviews of films and filmstrips are published in each issue. Other categories appear at various intervals. Good source for reviews of non-musical recordings.

* 151. Previews. New York: Bowker, 1972- . Nine times a year.

Bowker has also published Previews Cumulative, 1975-1978. Evaluative reviews of media and equipment, plus one or two feature articles each issue. Often includes filmographies or discographies.

152. Saturday Review. New York: Saturday Review, 1924- . Biweekly.

Long evaluative reviews of contemporary films and recordings.

Sources of Material - Film

153. Artel, Linda J. and Kathleen Weaver, comp. Film Programer's Guide to 16mm Rentals. San Francisco: San Francisco Community Press, 1972.

Index to distributor's catalogs.

154. Educational Film Locator of the Consortium of University Film Centers and R.R. Bowker. New York: Bowker, 1977.

This catalog lists and describes the 45,000 films held by the 50 member institutions of the Consortium. Members share their holdings with each other and rent them to other colleges, universities, schools and associations.

* 155. Feature Films on 8mm and 16mm; A Directory of Feature Films Available for Rental, Sale, and Lease in the United States and Canada. 5th ed. James L. Limbacher, ed. New York: Bowker, 1977.

Comprehensive index to catalogs of distributors. Updated in monthly issues of Sightlines (see below).

156. "Film Previewing Practices: Seven Experts Tell Their Stories," Audiovisual Instruction 24 (January 1979) 14-21.

The cost of previewing and evaluation, regional preview centers, exemplary previewing practices, and the like.

157. "Filmmaking and Video; 'In Demand' Titles from Eisenstein to Bergman, Cubist to the Japanese Movie Moguls; List no. 9," American Libraries 6 (November 1975) 619-620.

Evaluative filmography with annotations.

158. Films for Children. 4th ed. New York: New York Library Association, 1977.

159. "From 'A' to 'Yellow Jack'; A Film-Study Film Collection," Bloomington: Audiovisual Center, Indiana University, 1975. ED 111 332.

Over 250 selected films are included representing experimental films, film classics, historically interesting films, works of recognized directors, and films which are models of film techniques.

160. Guide to Government-Loan Films (16mm). 3d ed. Alexandria, Va.: Serina Press, 1974.

161. Jones, Emily S., ed. The College Film Library Collection; A Selected List of Films. 2 vols. Williamsport, Penn.: Bro-Dart, 1971.

Recommended films for college and advanced high school courses.

162. Jones, Karen, ed. International Index to Film Periodicals 1972. New York: Bowker, 1973.

An index to articles and reviews that appeared during 1972 in 60 film periodicals.

163. Kislia, J.A. 'Let's See it Again,' Free Films for Elementary Schools. Fairfield, N.J.: Pflaum-Standard, 1975.

164. Kone, Grace Ann, comp. and ed. 8mm Film Directory. New York: Educational Film Library Association, 1969/70.

A comprehensive annotated listing of 8mm films regardless of length, subject matter or particular format.

* 165. Landers Film Reviews: The Information Guide to 16mm Films. Los Angeles: Landers Association, 1956- . Monthly during school year.

Critical reviews of instructional and documentary films, short-subject films for children, and foreign films.

166. The Last Whole Film Catalog; A Resource for Librarians. Wilmette, Ill.: Films Incorporated, 1976.

A catalog of 16mm films, both educational and feature films available for sale, lease, or rent. Each item contains a brief description of the film, awards, maker, and cataloging and order information. Many illustrations. A few sound filmstrips are also listed.

* 167. Library of Congress Catalog; Films and Other Materials for Projection. Washington, D.C.: Library of Congress, 1963- . Three quarterly issues with annual and quinquennial cumulations.

Previously titled Library of Congress Catalog: Motion Pictures and Filmstrips, it now lists motion pictures, filmstrips, sets of transparencies, and slide sets that have been released in the U.S. or Canada and cataloged on Library of Congress printed cards. One of two comprehensive listings of audiovisual materials produced by LC. See below for Library of Congress Catalog: Music.

168. Minus, Johnny and William Storm Hale. Films; 10th Book of Over 1000 More Public Domain Films - Index. Hollywood, Calif.: Seven Arts Press, 1973.

For video tape copying, lists titles of feature films no longer covered by copyright.

169. Mirvis, A., comp. A Directory of 16mm Film Collections in Colleges and Universities in the U.S. Bloomington: Indiana University, 1972.

170. More Films Kids Like. Maureen Gaffney, comp. Chicago: American Library Association, 1977.

A catalog of short films for children. An update of Films Kids Like: A Catalog of Short Films for Children, published by ALA in 1973.

171. The New York Times Film Reviews; A One-Volume Selection 1913-1970. George Amberg, ed. New York: Quadrangle, 1972.

These reviews were originally printed in the New York Times and selected from the 6 volume The New York Times Film Reviews, 1913-1968 and the Supplement 1969-70, published by Arno Press in 1970 and 1971.

172. Parlato, Salvatore, Jr. Films Too Good for Words; A Directory of Non-narrated 16mm Films. New York: Bowker, 1973.

173. 16mm Films Available for Purchase and Rental in the United States. New York: National Film Board of Canada, 1973.

Sources of Material - Film - Periodicals

174. American Film. Washington, D.C.: American Film Institute, Ten issues a year.

Regular reports on film festivals, technologies and previews of new films.

175. American Film Festival Guide. New York: Educational Film Library Association, 1959- . Annual.

Description of films and filmstrips shown at the annual EFLA American Film Festivals.

* 176. EFLA Evaluations. New York: Educational Film Library Association, 1946- . Monthly.

A series of brief film reviews on all instructional subjects produced on 3x5 cards for EFLA members. Cards from 1948 through 1961 are indexed in Index to EFLA Evaluations.

177. Film Library Quarterly. New York: Film Library Information Council, 1968- . Quarterly.

Articles on film programming, film making, and film librarianship. Evaluative reviews of film and video.

178. Film News. New York: Film News, 1939- . Five times a year.

Feature articles on film. Evaluative reviews of films and some filmstrips.

179. Film "Sneaks" Annual. Ann Arbor, Mich.: Pierian Press, 1972- . Annual.

16mm films rated by film librarians as excellent, very good, good, average, fair or poor.

* 180. Sightlines. New York: Educational Film Library Association, 1963- . Five times a year.

Intended for libraries, universities, schools, museums, and other community agencies that use film. Supplements Feature Films on 8mm and 16mm (see above). Regular columns cite new films with annotations, provide news of films and suppliers, a calendar of film events, and suggestions for the use of film with children.

181. Wilson Library Bulletin. New York: H.W. Wilson, 1925- . Monthly.

Regular review column, "Cine-Opsis" by Jana Varlejs reviews new films. Occasional features on other types of media.

Sources of Material - Recordings

182. Armitage, Andrew and Dean Tudor. Annual Index to Popular Music Record Reviews 1973. Metuchen, N.J.: Scarecrow Press, 1974.

Index to reviews of rock, country, folk, ethnic, jazz, blues, soul, stage and show, band, humor, religious, and mood-pop in 58 periodicals.

* 183. Chicorel Index to the Spoken Arts on Discs, Tapes and Cassettes. New York: Chicorel Library Publishing Corp., 1973.

Analytical index to plays, poetry, readings from novels, short stories, essays, commentaries, conversations, discussions, political speeches, readings of historical documents on audio recordings. See also Chicorel Index to Poetry in Collections, on Discs and Tapes; Poetry on Discs, Tapes, and Cassettes, 1972 and Chicorel Theater Index to Plays in Anthologies, Periodicals, Discs and Tapes, 2 vols., 1970-71.

184. Consumers Union Reviews of Classical Recordings. Indianapolis: Bobbs-Merrill, 1973.

A collection of reviews that originally appeared in monthly column, "Record Reviews" in Consumer Reports.

185. Gray, Michael and Gerald Gibson, comp. Bibliography of Discographies. Volume 1: Classical Music, 1925-1975. New York: Bowker, 1977.

Listings for over 3000 discographies appearing in American, European and Russian publications.

186. Halsey, Richard S. Classical Music Recordings for Home and Library. Chicago: American Library Association, 1976.

187. Harrison Tape Guide. New York: M. and N. Harrison, 1970- . Bimonthly.

Comprehensive tape guide with over 20,000 listings of popular folk, jazz and classical tapes. The Harrison Catalog of Stereophonic Tapes is a bimonthly companion guide with information about open reel tapes. Also lists cassettes and eight track cartridges.

* 188. Library of Congress Catalog: Music, Books on Music, and Sound Recordings. Washington, D.C.: Library of Congress, 1973- . Semiannually with annual and quinquennial cumulations.

Formerly titled Library of Congress Catalog: Music and Phonorecords until 1973, this source lists current and retrospective music scores intended for performance as well as sound recordings, both musical and nonmusical. A complete bibliography of records, tape, books, sheet music, scores and libretti received and cataloged by the Library of Congress or other American libraries participating in its cooperative cataloging program.

189. McKee, Gerald, ed. Directory of Spoken-Voice Audio-Cassettes. 2d ed. Los Angeles: Cassette Information Services, 1974.

Arranged by subject, includes tapings of radio and television broadcasts. Bulk of entries are in medicine, management, and religion.

190. National Center for Audio Tapes Catalog 1974-1976. Boulder: University of Colorado, Stadium Building, 1976.

This non-profit distributing center lists audio recordings from approximately 200 commercial, academic, institutional, radio station, and government sources. Purchase price includes permission to duplicate tapes.

191. The New Listener's Companion and Record Guide. B.H. Haggin, comp. 4th ed. New York: Horizon Press, 1974.

192. Pitts, Michael R. Radio Soundtracks: A Reference Guide. Metuchen, N.J.: Scarecrow Press, 1976.

Lists of available radio programs on tape recordings and long-playing records.

193. Propes, Steve. Golden Oldies; A Guide to 60's Record Collecting. Radnor, N.J.: Chilton Books, 1974.

194. Propes, Steve. Those Oldies But Goodies; A Guide to 50's Record Collecting. New York: Macmillan, 1973.

195. Maleady, Antoinette O., comp. Record and Tape Reviews Index, 1974. Metuchen, N.J.: Scarecrow, 1975.

Approximately 2000 entries from 18 periodicals. Mostly classical music.

196. Records in Review, 1974. Edith Carter, ed. New York: Scribner, 1974.

Compilation of record reviews appearing in High Fidelity (see below).

197. Records in Review. Great Barrington, Mass.: The Wyeth Press, 1955- . Annual.

A review of disc and tape recordings of classical music.

198. Roach, Helen. Spoken Records. 3d ed. Metuchen, N.J.: Scarecrow Press, 1970.

* 199. Schwann Record and Tape Guide. Boston: W.W. Schwann, 1949- . Monthly.

Formerly titled Schwann Long-Playing Catalog, Schwann-1 lists all stereo LP's, except children's. Schwann Supplementary Record Guide, or Schwann-2, appears semi-annually and lists all monaural records. Also includes inprint listing of serious and classical music on lesser known labels, spoken word recordings, popular music over two years old, older jazz and miscellaneous. Schwann also issues periodically buying guides such as:

A Basic Record Library.
A Basic Jazz Record Library.
Children's Record and Tape Guide.

200. Shaffer, Dale E. A Basic Audio-Tape Collection; Lecture Programs for the Academic Library. Salem, Ohio: The Author, 1973.

Describes a collection of 290 reels of audio-taped lectures suitable for the college and secondary school library. Shaffer also published in 1973 The Audio-Tape Collection; A Library Manual on Sources, Processing and Organization.

201. Stereo Record Guide. London: The Long-Playing Record Library, 1960- . 8 volumes to 1972.

202. Van De Voorde, Ronald A. Basic Record Repertoire for Small Libraries. Tucson: Arizona University, Bureau of Educational Research and Service, 1970. ED 070 457.

Included are symphonic works, opera, chamber music and solo works intended as a selected list of classical recorded music for a basic library collection.

203. Whitburn, Joel. Top Pop Records, 1955-1970. Detroit: Gale Research Co., 1972.

9800 recordings listed in Billboard.

Sources of Material - Recordings - Periodicals

204. American Record Guide. Melville, N.Y.: American Record Guide, Monthly.

Record reviews, books on music and record-related articles. Focus on classical records.

205. Downbeat. Chicago: Maher, 1934- . Biweekly.

A contemporary music magazine. Reviews, articles on new recording stars, features on music groups, music theory, and current events.

206. Gramophone. Kenton, England: The Gramophone, 1923-. Monthly.

British review of classical music recordings. Also reviews of equipment and books on selection.

207. High Fidelity/Musical America. Great Barrington, Mass.: Audicom, 1905- . Monthly.

Contains articles, reviews and discographies of both popular and classical music. Reviews compiled annually in Records in Review (see above).

208. The New Records. Philadelphia: H.R. Smith, 1933- . Monthly.

Evaluative reviews of new records in areas of orchestra, concerto, chamber music, choral, opera, organ, also reviews mono and stereo re-issues.

* 209. Notes. Washington, D.C.: Music Library Association and the Music Division of the Library of Congress. Quarterly.

"Index of Record Reviews" indexes the reviews appearing in 28 periodicals. Very detailed reviews that deal only with classical music.

* 210. Rolling Stone. New York: Straight Arrow, 1967-. Semi-monthly.

Features articles on current popular music and musicians. Reviews records, films and books.

211. Stereo Review. New York: Ziff-Davis, 1958-. Monthly.

Regular features include 'The Equipment,' a section on new audiovisual products and techniques, 'The Music,' articles on musicians and reviews of classical and popular discs and tapes, and other material.

Sources of Material - Slides

212. Lennox, Tom, "Slides Acquisitions; A Media Librarian's Problem," Previews 1 (November 1972) 5-11.

Basic listing of many esoteric slide sources, particularly cross-cultural and interdisciplinary.

213. Metropolitan Museum of Art, Slide Library. Sources of Slides. New York: The Metropolitan Museum of Art, 1973.

214. Petrini, Sharon and Troy-John Bromberger. A Handlist of Museum Sources for Slides and Photographs. Santa Barbara: University of California, 1971.

* 215. Slide Buyer's Guide. 2d ed. Nancy DeLaurier, ed. Kansas City, Mo.: College Art Association, 1974.

Arranged geographically listing 450 commercial dealers, museums, institutions from 26 countries.

Audiovisual Supply Catalogs

216. Bro-Dart Library Supplies and Equipment Service. Also Audiovisual Supplies. Annual catalog. 1609 Memorial Ave., Williamsport, Penn. 17701.

217. Demco Library Supplies and Equipment. Annual catalog. Box 7488, Madison, Wisc. 53707.

218. Fordham Library Supply Catalog. Also Professional Furniture/Audiovisual Equipment. 2377 Hoffman St., Bronx, N.Y. 10458.

219. Gaylord Library Systems Supplies Equipment and Publications. Syracuse, N.Y. 13201.

220. Highsmith Library and Audiovisual Equipment and Supplies. P.O. Box 25, Highway 106 East, Fort Atkinson, Wisc. 53538.

221. Josten Library Supplies, Services and Equipment. Burnsville, Minnesota.

MANAGING THE MEDIA CENTER

General Administration and Management

222. Association for Educational Communications and Technology. A New Direction for Libraries. Washington, D.C.: AECT, 1974.

A brief, color sound filmstrip about the media center at the Corning (New York) Community College where a conversion has been made from the 'traditional' library to a comprehensive learning resources center.

223. Association for Educational Communications and Technology. Planning and Operating Media Centers. Washington, D.C.: AECT, 1976.

A book of readings from Audiovisual Instruction dealing with media centers. Includes some case studies.

224. Baas, Alan M. Libraries and Instructional Materials Centers. (Educational Facilities Review Series Number 13) Eugene: Oregon University, ERIC Clearinghouse on Educational Management, 1973. ED 072 504.

The Instructional Materials Center is an organizational solution for integrating traditional library services with the variety of multimedia devices and materials necessary to contemporary educational practice.

225. Brong, Gerald R. Media Programs and Their Management Related to the Information Cycle. Pullman, Wash.: Information Futures, 1977.

Goals, management philosophy, and components of an audiovisual resources program and ways of integrating audiovisual and library programs. Partly reprinted in Catholic Library World 49 (April 1977) 282-286.

226. Brown, James W., Richard B. Lewis and Fred F. Harcleroad. AV Instruction; Technology, Media and Methods. 5th ed. New York: McGraw-Hill, 1977.

One of the standard texts in the field.

* 227. Brown, James W., Kenneth D. Norberg and Sara K. Srygley. Administering Educational Media; Instructional Technology and Library Services. 2d ed. New York: McGraw-Hill, 1972.

Intended primarily as a college text for media specialists and librarians, the book analyzes the place of the media program in the total educational system.

228. Doak, Wesley. "Administrative Problems and Their Solutions," Library Quarterly 45 (January 1975) 56-66.

Integration of audiovisual materials into the total library program.

229. Enright, B.J. The New Media and the Library in Education. Hamden, Conn.: Linnet Books, 1972.

The new media, their relationship to libraries, and attitudes of librarians towards the new media are reviewed. Suggests some possible effects of the new media on libraries.

* 230. Erickson, Carlton W.H. Administering Instructional Media Programs. New York: Macmillan, 1968.

Highly detailed, administrative overview of the tasks of the media program director. Includes guidelines, case studies, examples, and job descriptions.

231. Fothergill, Richard and Ian Butchart. Nonbook Materials in Libraries; A Practical Guide. Hamden, Conn.: Linnet, 1978.

232. Hicks, Warren B. and Alma M. Tillin, "Libraries and Technology - Some Future Concerns," School Library Journal 23 (April 1977) 27-32.

Outlines the perspective within which the multimedia librarian must prepare for the future especially for involvement with networks, individualized information, increased computer use and cable television.

* 233. Hicks, Warren B. and Alma M. Tillin. Managing Multimedia Libraries. New York: Bowker, 1977.

A systems approach to the various functions involved in managing media libraries. A different perspective from the authors' earlier Developing Multi-Media Libraries, 1970.

234. Issues in Media Management. David R. Bender, ed. Baltimore, Md.: Maryland State Dept. of Education, Division of Library Development and Services, 1973 - . 1973 - ED 083 990; 1974 - ED 094 716; 1975 - ED 114 050; 1976 - ED 127 990

Transcripts of the messages delivered by guest speakers at the annual media management workshop series. 1973 dealt with leadership, supervision and planning; 1974 with staffing and censorship; 1975 with curriculum, guidance and counseling; 1976 with public awareness and instructional technology; 1977 with selection and evaluation and the special student; 1978 with instructional design and the middle school.

235. McNally, Paul Terence. A Guide to the Practice of Non-book Librarianship. Canberra, Australia: Commonwealth Advisory Committee on Advanced Education, 1972. ED 064 949.

A procedure manual for handling non-book materials and services in college education libraries.

237. Maguire, C. and M. Trask, "Impact of Nonprint Materials in Library Administration," pp. 94-113 of Studies in Library Management, Vol. 2. C. Bingle, ed. Hamden, Conn.: Shoestring Press, 1975.

238. Media and Instruction. Baltimore: Maryland State Dept. of Education, Division of Library Development and Services, 1976. ED 126 910.

Educational outcomes are maximized when curriculum development and media resources are skillfully blended to meet the needs of students. Specific suggestions for use of media in the basic subject areas are provided.

239. Nadler, Myra, ed. How to Start an Audiovisual Collection. Metuchen, N.J.: Scarecrow Press, 1978.

Seven papers on selection, hardware, services, facilities, personnel, public relations and definitions.

* 240. National Medical Audiovisual Center of the National Library of Medicine. Primer for Media Resources Librarians. Bethesda: NLM, 1972. ED 061 984.

Basic instructions are provided to help the initiate establish a resource center. Although it is specifically written for a medical resource center, the general suggestions could apply to many other types of libraries.

241. Wheelbarger, Johnny J. Learning Resources Centers for Schools and Colleges. May 1974. ED 090 995.

The LRC represents a merger of library and audiovisual resources. This publications consists of an overview of the various aspects involved in the merger - administration, technical processes, regional centers, facilities, instructional development, and centers in schools, colleges, and universities. Bibliographies.

Guidelines and Standards

242. American Library Association and National Education Association. Standards for School Media Programs. Chicago and Washington, D.C.: ALA and NEA, 1969.

The first joint standard for school media programs. Superseded by Media Programs: District and School (see below).

243. Association of College and Research Libraries. Guidelines for Audiovisual Services in Academic Libraries. Chicago: American Library Association, 1967.

244. Association for Educational Communications and Technology. Guidelines for Certification of Media Specialists. Washington, D.C.: AECT, 1978.

245. California State University and College System. Learning Resources Committee. Guidelines for Learning Resources in Libraries of the California State University and College System. Draft ed. Los Angeles: CSUC, 1975. ED 111 387.

246. Educational Technology: A Handbook of Standard Terminology and a Guide for Recording and Reporting Information About Educational Technology. National Center for Educational Statistics. Washington, D.C.: Govt. Printing Office, 1975.

247. "Guidelines for Junior College Learning Resource Centers Developed in Illinois," Illinois Libraries 55 (February 1973) 65-72.

248. Guidelines for the Establishment and Management of Audio-Visual Services in Advanced and Developing Countries. A Report for UNESCO. The Hague, Netherlands: International Council for Educational Media, 1977.

Reports on case studies of audiovisual services in eleven countries with practical recommendations. Details of international and regional organizations concerned with audiovisual matters and national AV centers around the world. Bibliography.

249. "Guidelines for Two-Year College Learning Resources Programs," Audiovisual Instruction 18 (January 1973) 50-61.

250. Jones, Milbrey L. Survey of School Media Standards. Washington, D.C.: Office of Libraries and Learning Resources, 1977. ED 148 380.

Provides an up-to-date compilation of school standards and an analysis of trends. Prepared to describe the impact of Title II of the Elementary and Secondary Education Act on standards development and revision.

251. Media Programs; District and School. Prepared by the American Association of School Librarians, American Library Association and the Association for Educational Communications and Technology. Chicago: ALA; Washington, D.C.: AECT, 1975.

252. Public Library Association, Audiovisual Committee. Guidelines for Audiovisual Materials and Services for Large Public Libraries. Chicago: ALA, 1975.

253. Public Library Association, Audiovisual Committee. Recommendations for Audiovisual Materials and Services for Small and Medium-sized Public Libraries. Chicago: ALA, 1975.

254. School Library Resource Centres; Recommended Standards for Policy and Provision; Supplement on Nonbook Materials. London: The Library Association, 1972. ED 086 222.

255. "Standards for College Libraries," College and Research Libraries News (October 1975) 277-279, 290-301.

256. Video and Cable Communications; Guidelines for Librarians. Brigitte L. Kenney and Robert Esteves, eds. Chicago: American Library Association, Information Science and Automation Division, Video and Cable Communications Section, 1975.

Organization of Materials - General Readings

257. Cataloging, Processing, Administering AV Materials; A Model for Wisconsin Schools. Madison: Wisconsin Library Association, 1974.

A simplified step-by-step procedural handbook. WLA has also produced a filmstrip, One-Stop Shopping, to accompany this manual.

* 258. Chibnall, Bernard. The Organization of Media. Hamden, Conn.: Linnet Books, 1976.

259. Daily, Jay E. Organizing Nonprint Materials: A Guide for Librarians. New York: Dekker, 1972.

260. Donnalley, Judith De Board, "The Organization of Slides: A Bibliography," Picturescope 22 (Winter 1974) 76-86.

261. Geller, Evelyn, "A Media Troika and MARC," School Library Journal 18 (January 1972) 25-29.

A progress report on audiovisual material cataloging standards and services.

262. Hart, Thomas L., "Dare to Integrate," Audiovisual Instruction 21 (October 1976) 18-19.

A discussion of the value of shelving print and nonprint media together in an integrated resource collection.

263. Hart, Thomas L. "Integrated Shelving of Multi-Media," School Media Quarterly 5 (Fall 1976) 19-30.

A potpourri of theory and practice on an important aspect of the topic of organization of library collections for optimum use. A summary from Hart's Ph.D. dissertation of the same title done at Florida State University, Tallahassee in 1975.

264. The Integration of Nonprint Media. (Systems and Procedures Exchange Center (SPEC) Kit 33) Washington, D.C.: Association of Research Libraries, Office of Management Studies, 1977.

Eight reports describing existing media programs and services; five reports on acquisition and processing policies; four on budget requests and planning documents. University libraries represented include Berkeley, Maryland, Rutgers, Michigan State, Washington State, and Tennessee at Knoxville.

* 265. Kaiser, Frances E. Handling Special Materials in Libraries. New York: Special Libraries Association, 1974.

266. Koelling, Robert B., "Integrated Multi-Media Shelving Works," Audiovisual Instruction 17 (September 1972) 50.

The successful use of three types of packages at two Wisconsin high schools.

267. Muller, Robert, "Multimedia Shelving," Library Journal 95 (February 1970) 750.

* 268. Shifrin, Malcolm. Information in the School Library; An Introduction to the Organisation of Non-Book Materials. Hamden, Conn.: Shoe String Press, 1973.

This book considers such general problems as the demands made upon school libraries by the new teaching methods, examines the different types of material which need to be stored, and formulates a set of practices which would be suitable. Published guides to available material, selection policies, processing, storage, cataloging and annotation are also discussed.

269. Noble, Valerie, "Business Information Audio Cassettes; Their Care and Feeding," Special Libraries 64 (October 1973) 419-422.

* 270. Woodsworth, Anne, ed. Non-Print Media Problems. (Occasional Paper Number 83) Ottawa, Canada: Canadian Library Association, 1975.

Organization of Materials - Bibliographic Control

* 271. Anglo-American Cataloging Rules. 2d ed. Chicago: American Library Association, 1978.

Incorporates the ideas in the revised Chapter 12, Audiovisual Media and Special Instructional Materials, 1975 and the revised Chapter 14, Sound Recordings, 1976 of the first edition of AACR.

272. California Library Association. Public Library Subject Headings for 16mm Motion Pictures. Sacramento: CLA, 1971.

A proposed subject heading list designed to provide a tool for audiovisual librarians and to establish an authority for professional catalogers.

273. Chen, Robert P. and Carrie C. Chen. Rules for Cataloging Audiovisual Media; A Comparison of the Revised Chapter 12 of the Anglo-American Cataloging Rules with the 1967 Test. 1975. ED 130 613.

274. Clarke, Virginia. A Report Regarding Investigations Prior to the Selection of a Format for Local Original Cataloging of Nonbook Materials. Denton, Tex.: Texas Woman's University, 1975. ED 108 684.

Current trends are surveyed with recommendations for local original cataloging. Also suggestions for storage of these materials.

275. Cox, Carl T., "The Cataloging of Non-Book Materials; Basic Guidelines," Library Resources and Technical Services 15 (Fall 1971) 472-478.

276. Daily, Jay E. Cataloging Phonorecordings; Problems and Possibilities. New York: Marcel Dekker, 1975.

277. Diamond, Robert M. The Development of a Retrieval System for 35mm Slides Utilized in Art and Humanities Instruction. Fredonia, N.Y.: State University College, Instructional Resources Center, Research Report number 4, 1969.

A summary of this work is reported on pp. 346-352 of Bibliographic Control of Non-Print Media edited by Pearce Grove and Evelyn Clement (see below).

278. Fairfax, O., J. Durham and W. Wilson. Audio-Visual Materials; Development of a National Cataloging and Information Service. London: Council for Educational Technology, 1976.

* 279. Fogg Art Museum, Fine Arts Library, Photograph and Slide Collection. Photograph and Slide Classification of Western Art. Rev. ed. Cambridge, Mass.: Harvard University, 1973.

* 280. Foster, Donald L. The Classification of Nonbook Materials in Academic Libraries; A Commentary and Bibliography. (University of Illinois Graduate School of Library Science. Occasional Papers, no. 104) Urbana, Ill.: Univ. of Illinois, 1972.

Information about current nonbook classification practices. Includes a 30 page bibliography.

281. Furlong, Norman and Peter Platt, comps. Cataloguing Rules for Books and Other Media in Primary and Secondary Schools; A Simplified Version of Anglo-American Cataloguing Rules, Together with Rules for Cataloguing Non-Book Materials. 5th ed. London: School Library Association, 1976.

282. Gilbert, Leslie A. and Jan W. Wright. Non-Book Materials: Their Bibliographic Control. London: Council for Educational Technology, 1976.

* 283. Grove, Pearce S. and Evelyn Clement, eds. Bibliographic Control of Non-Print Media. Chicago: American Library Association, 1972.

284. Jameson, A.L., comp. The Organisation of Audiovisual Materials in Education; A Bibliography: No. 2, 1968-1972. Lancaster, England: University of Lancaster, Department of Russian and Soviet Studies, Association of Teachers of Russian Resource Centres, 1972.

    The first version of this bibliography published in 1968 covered the Anglo-American and part of the European materials from 1960 to 1968. This continuation is intended to aid the software maker, keeper, and user.

285. Lewis, Elizabeth M., "Control Without Cards; The Organization of Color Slide Collections Without Card Reference," ARLIS/NA Newsletter 1 (Summer 1973) 17.

286. Loertscher, David V. A Nonbook Cataloging Sampler. Austin, Tex.: Armadillo Press, 1975.

    A collection of exercises keyed to Weihs' *et al* Nonbook Materials (see below).

287. Massonneau, Suzanne, "Which Code for the Multimedia Catalog?" School Media Quarterly 2 (Winter 1974) 116-122.

    A careful study of the conditions affecting the cataloging of nonbook media today revealing interacting and conflicting factors.

288. Music Library Association. Rules for Brief Cataloging of Music in the Library of Congress. Ann Arbor, Mich: MLA, 1970.

289. Music Library Association. Institute on Library of Congress Music Cataloging Policies and Procedures. David Sommerfield, comp. Ann Arbor: MLA, 1975.

    Proceedings of a conference held in Washington, D.C. January 26-27, 1971. With editorial comments by compiler.

290. National Medical Audiovisual Center of the National Library of Medicine. Cataloging Non-Print at NMAC; A Guide for the Medical Librarian. Bethesda, Md.: National Library of Medicine, 1972. ED 061 985.

Follows the standard library cataloging practices with expansion and modification where necessary to include all elements required for thorough cataloging of nonbook materials.

291. Non-Book Materials; Cataloging Rules. London: Council for Educational Technology, 1976.

292. Palatsky, Celine, "Art Library Subject Headings System: The Metropolitan Museum of Art," Special Libraries 67 (August 1976) 371-376.

The basic principles which govern the system of subject headings are outlined and their structure explained.

* 293. Patten, David J., ed. Library Classification Systems and the Visual Arts. Glendale, Calif.: Art Libraries Society of North America, 1976.

A series of articles originally published as a supplement to the ARLIS/NA Newsletter 4 (Summer 1976) discussing classification systems currently used in art libraries.

* 294. Redfern, Brian. Organizing Music in Libraries. 2d ed. 2 vol. Hamden, Conn.: Shoe String Press, 1978, 1979.

Volume One, published in 1978 and sub-titled Arrangement and Classification, is a guide to 15 general and special music classifications. Volume Two, published in 1979, is sub-titled Cataloging, Indexing, Bibliographic Control.

295. Robbins, D.C., "Current Resources for the Bibliographic Control of Sound Recordings," Library Trends 21 (1972) 136-146.

296. Saheb-Ettaba, Caroline. ANSCR; The Alpha-Numeric System for Classification of Recordings. Williamsport, Penn.: Bro-Dart, 1969.

* 297. Simons, Wendell W. and Lorraine C. Tansey. A Slide Classification System for the Organization and Automatic Indexing of Interdisciplinary Collections for Slides and Pictures. Santa Cruz, Calif.: University of California, 1970.

Classification scheme for art, science and history pictorial material in a general library collection. Provides for manual or automated retrieval. Also see Slide Collection Index Application, University of California at Santa Cruz. White Plains, N.Y.: IBM, 1975(?).

* 298. Tillin, Alma M. and William J. Quinly. Standards for Cataloging Nonprint Materials. 4th ed. Washington, D.C.: Association for Educational Communications and Technology, 1976.

Amplifies the rules for cataloging nonprint materials from the Anglo-American Cataloging Rules and provides examples.

299. Trebble, Anthony E., "Control of Non-Book Materials in the United Kingdom," Journal of Documentation 28 (No. 2, 1972) 151-159.

* 300. Weihs, Jean Riddle, Shirley Lewis and Janet MacDonald. Nonbook Materials; The Organization of Integrated Collections. 1st ed. Ottawa: Canadian Library Association, 1973.

Written for all types of libraries and media centers who want to integrate all entries for book and nonbook materials in one compatible catalog.

301. Yarborough, Judith D., Access to Nonprint Media; What Is and What May Be. Anaheim, Calif.: Association for Educational Communications and Technology, 1976. ED 119 743.

Networking for nonprint media using a standardized data format, such as that used by USC's National Information Center for Educational Media (NICEM) and the National Center for Educational Media and Materials for the Handicapped (NIMIS - National Instructional Material Information System).

Organization of Materials - Technical Processing

302. Bonnefoi, Claude, "The Audio-Visual Media; Problems of Document Processing," Educational Media International 3 (September 1973) 6-13.

In addition to books, brochures and other printed materials, collecting operations gather together an increasing number of records, tapes, slides, cinematographic films, and magnetoscopic tapes. The special problems of processing these is discussed.

303. Campbell, B.B., "Cassette Solutions," Library Journal 98 (March 1973) 811-812.

Covers various methods of packaging cassettes for shelving and circulation.

304. Caring for Photographs; Display, Storage and Restoration. (Life Library of Photography) Alexandria, Va.: Time-Life, 1972.

Extensive section on organizing slide collections.

305. Drake, Miriam A. and Martha Baker. Audio-Visual Equipment Depreciation. Lafayette, Ind.: Purdue University Libraries, 1975. ED 112 928.

A study describing a method for determining useful life of general classes of equipment, book value, depreciation, replacement schedules, and annual replacement costs.

306. Gunderson, James O., An Automated Media Scheduling and Circulation Control System. Washington, D.C.: Association for Educational Communications and Technology, 1973. ED 087 453.

A paper presented at the 1973 conference in New Orleans describing a computerized system used at the Multnomah County Intermediate Education District in Portland, Oregon.

307. Hartz, Frederic R., "Guidelines for an Integrated Media Cataloging System," Catholic Library World 48 (May/June 1977) 424-427.

Advises school librarians to integrate print and nonprint catalogs and offers detailed cataloging information.

308. Lincoln Public Schools, Nebraska. Non-Print Media; Cataloging and Classification in the Lincoln Public Schools. Lincoln, Nebr.: Lincoln Public Schools, 1972. ED 067 114.

A manual with illustrations describing a system for processing and cataloging nonprint materials for a school system.

309. Higgins, J., "Coping with Cassettes," Library Journal 97 (April 15, 1972) 1511-1515.

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310. Livonia Public Schools, Michigan. Cataloging Guide for Instructional Materials Used in Livonia Public Schools Instructional Materials Centers. Livonia, Mich,: Livonia Public Schools, 1974. ED 092 134.

Working guide with detailed instructions in preparing and handling catalog cards and typing rules for technical processing.

311. Notes on Slide Care and Procedures. New York: Metropolitan Museum of Art, 1973.

Procedures for acquisition, binding, cataloging, processing, storage and circulation.

312. Sargeant, Ralph N. Preserving the Moving Image. Washington, D.C.: Corporation for Public Broadcasting and National Endowment for the Arts, 1974.

A text for film archivists focusing on the storage and use of visual media collections. Includes a special section on videotape.

313. Shaffer, Dale E. The Filmstrip Collection; Complete Instructions on How to Process and Organize. Salem, Ohio: The Author, 1972.

Facility Design

314. Baker, Martha. Audio-Visual Space Reorganization Study. Lafayette, Ind.: Purdue University Libraries, 1975. ED 112 927.

Description and diagrams showing how space and work areas were reorganized to facilitate the flow of work and materials between areas for equipment and material storage to expedite retrieval and restoring.

* 315. "Charette; Media Facilities Design," Jane A. Hannigan, issue ed. School Media Quarterly 3 (Spring 1974) entire issue.

Note especially Elizabeth P. Hoffman's "Ten Commandments for Media Center Planners," on pp. 223-226.

* 316. Hannigan, Jane Ann and Glen Estes, comps. Media Center Facilities Design. Chicago: American Library Association, 1978.

317. Johnson, Marvin R.A., "Facilities and Standards," Library Trends 17 (April 1969) 362-373.

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318. McVey, G.F., "Designing Environments for Effective Media Utilization," CEFP Journal 14 (May-June 1976) 7-10, 12.

An architect discusses facility planning for media use.

319. Oberholtzer, Kenneth E. Instructional Television Facilities; A Guide for School Administrators and Board Members. Washington, D.C.: Office of Education, Bureau of Research, Division of Information, Technology and Dissemination, ED 034 077.

320. Quinly, William J., "Carrels for Learning," Library Trends 19 (April 1971) 467-474.

If the library is to survive as an information source it must be prepared to supply total information in any format and to provide the facilities for its utilization.

321. Rainey, James R. A Media Facilities Model for a Proposed Suburban High School. Master's thesis. Indiana University of Pennsylvania, 1975. ED 107 258.

Based on a study of the literature, specifications for a learning resource center, television studio and graphics production area are described.

322. Stone, C. Walter, "Planning for Media within University Library Buildings," Library Trends 18 (October 1969) 235-245.

323. Sullivan, Peggy, comp. Bibliography on School Media Center Facilities. Chicago: American Library Association, Library Administration Division, 1976.

324. Sullivan, Peggy, comp. Planning School Library Media Center Facilities. Chicago: American Library Association, Library Administration Division, 1977.

325. Tauffner, Gilbert E., "Furniture and Related Facilities to Accommodate Multi-Media Activities in Libraries," Library Trends 19 (April 1971) 493-507.

Assesses the current state of furniture and notes certain types of facilities that are emerging for media center design.

Staffing

326. "Competency and Task List for Specialists and Technicians in Media Management, Media Product Development and Instructional Program Development," Audiovisual Instruction 19 (November 1974) entire issue.

327. Ramey, James W., "The Human Element: Why Nonprint Managers Turn Gray," Drexel Library Quarterly 7 (1971)

328. Wadsworth, Raymond H., "The AV Consultant," American School and University 49 (October 1976) 65-73.

An audiovisual communications consultant involved in planning a new facility is able to translate the needs of educators into integrated systems and to relate these to the architects and engineers in working drawings, specifications, system descriptions, functional schematics, and block diagrams.

Evaluation

* 329. DeProspo, Ernest R. and James W. Liesener, "Media Program Evaluation; A Working Framework," School Media Quarterly 3 (Summer 1975) 289-301.

A study of current views and models to provide a working framework for media program evaluation.

* 330. Evaluating Media Programs; District and School. Draft ed. Washington, D.C.: Association for Communications and Technology, 1976.

A detailed comprehensive workbook for evaluating media programs based on Media Programs; District and School (see above under 'Standards and Guidelines.'

331. Porte, Marsha R., "Fundamentals of Evaluation," Film Library Quarterly 5 (Spring 1972) 37-39.

OPERATION AND PRODUCTION

General Readings

* 332. Brown, James W. and Richard B. Lewis. AV Instructional Technology Manual for Independent Study. 4th ed. New York: McGraw-Hill, 1973.

A basic operating and simple production manual.

333. Bullard, John R. and Calvin E. Mether. Audiovisual Fundamentals; Basic Equipment Operation and Simple Materials Production. Dubuque, Ia.: William C. Brown, 1974.

A guide illustrated with simple sketches explaining the functions and step-by-step uses of audiovisual equipment.

334. DuKane Corp. Crash Course in Audio Visual Communications. St. Charles, Ill.: DuKane, 1977.

Emphasis on 35mm filmstrip production.

335. Goudket, Michael. An Audiovisual Primer. New York: Teachers College Press, Columbia University, 1973.

* 336. Kemp, Jerrold E. Planning and Producing Audiovisual Materials. 3d ed. New York: Crowell, 1975.

337. Kodak. [A series of information booklets on various aspects of photographic media production] Rochester: Eastman Kodak, continuing.

Some of the most useful titles include:
Basic Titling and Animation for Motion Pictures. 2d ed. 1972.
Better Instant Pictures with Kodak Instant Cameras. 1976.
Audiovisual Notes from Kodak. [Storyboarding] 1977.
Copying. 8th ed. 1974.
Film - How it Works. 1976.
Movies with a Purpose; A Communicator's Guide to Single Concept Films. 1976.
Planning and Producing Slide Programs. Rev. ed. 1977.
Slides with a Purpose for Business and Education. 1974.
Super 8 Films for Original Production. 1977.

338. Linton, Dolores and David Linton. Practical Guide to Classroom Media. Dayton, Ohio: Pflaum/Standard, 1971.

An easy to follow introduction to use and production of standard nonprint media.

339. Oates, Stanton C. Audiovisual Equipment; Self Instruction Manual. 3d ed. Dubuque, Ia.: William C. Brown, 1975.

* 340. Pula, Fred John. Making Educational Communications Work. Dubuque, Ia.: Kendall/Hunt, 1972.

General background information on the operation and use of media equipment.

341. Stunard, E. Arthur and Betty J. Wagner. Making and Using Inexpensive Classroom Media. Palo Alto, Calif.: Education Today, 1976.

342. Wood, Donald N. and Donald G. Wylie. Educational Telecommunications. Belmont, Calif.: Wadsworth, 1977.

343. Yeamans, George T. Projectionists' Programmed Primer. 3d ed. Muncie, Ind.: Ball State Bookstore, 1975.

A self-instructional workbook that teaches the basic principles and terminology involved in the use of opaque, overhead, slide, filmstrip, and motion picture projectors as well as projection screens.

344. Yeamans, George T. Mounting and Preserving Pictorial Materials. Muncie, Ind.: Ball State Bookstore, 1976.

Operation and Production of Audio Materials

345. Clifford, Martin. Microphones - How They Work and How to Use Them. Blue Ridge Summit, Penn.: Tab Books, 1977.

* 346. Comer, Arnie. Audio Cookbook. Mt. Clemens, Miss.: Macomb County Intermediate School District, 1977.

Includes recording, copying from record to cassette, mixing narration with music, patch cording, special effects, repairing audio tape, buying tips, and some suggestions on how to use audio production in teaching.

347. Hughes, J.M., "A Tour of the Library - By Audiotape," Special Libraries 65 (July 1974) 288-290.

Guidelines for developing an audiotape tour.

Operation and Production of Slides and Other Graphics

348. Earnshaw, F., "Co-operative Production of Tape/Slide Guides to Library Services," Library Association Record 73 (October 1971) 192-193.

349. Gardner, C. Hugh, "Making the Most of Your Visual Maker," Audiovisual Instruction 21 (March 1976) 48-53.

350. Ring, Arthur. Planning and Producing Handmade Slides and Filmstrips for the Classroom. Belmont, Calif.: Lear Siegler/ Fearon, 1974.

* 351. Ryan, Mack, "Preparing a Slide Tape Program; A Step-by-Step Approach," Audiovisual Instruction 20: Part I (September 1975) 36-38, 43 and Part II (November 1975) 36-39.

Good basic guidelines for the novice in media production.

352. Satterthwaite, Les. Graphics; Skills, Media, and Materials. 3d ed. Dubuque, Ia.: Kendall/Hunt, 1977.

Film-making

353. Coynik, David. Film; Real to Reel. Rev. ed. Evanston, Ill.: McDougal, 1976.

Contains section on filmmaking. Also discusses the elements involved in the process of filmmaking.

354. Sherman, Roger M. and Barry Schonhaut. Simply Super 8: A Basic Guide to Movie-making. Boston: Little, Brown, 1977.

Video Tape Recording

* 355. Bensinger, Charles and the editors of Photographic Magazine. Petersen's Guide to Video Tape Recording. Los Angeles: Petersen Publishing, 1973.

356. Foster, Barbara, "Do-it-Yourself Videotape for Library Orientation Based on a Term Paper Project," Wilson Library Bulletin 48 (February 1974) 476-481.

357. Jones, Robert B. "How to Write Successful ITV Scripts," Audiovisual Instruction 21 (May 1976) 14-17.

358. Millerson, Gerald. Effective TV Production. New York: Hastings House, 1976.

359. Quick, John and Herbert Wolff. Small Studio Video Tape Production. 2d ed. Cranford, N.J.: Didactic Systems, 1976.

360. Weiner, Peter. Making the Media Revolution; A Handbook for Video-Tape Production. New York: Macmillan, 1973.

361. Zettl, Herbert. Television Production Handbook. 3d ed. Belmont, Calif.: Wadsworth Publishing, 1976.

* 362. Videofreex. The Spaghetti City Video Manual; A Guide to Use, Repair, and Maintenance. New York: Praeger, 1973.

Technical aspects of video equipment for a lay person.

MEDIA IN CONTEXT

Academic Libraries and Nonprint Media

363. Allen, Kenneth W. and Loren Allen. Organization and Administration of the Learning Resources Center in the Community College. Hamden, Conn.: Shoe String Press, 1973.

A plan for the integration of the audiovisual and library services of the community college under a single administrative unit.

364. Boss, Richard W., "Audio Materials in Academic Research Libraries," College and Research Libraries 33 (1972) 463-466.

Results of a survey of 68 ARL libraries indicating low priority of audio materials and virtual nonexistence of visual material.

365. Brunelle, Eugene A., "New Learning, New Libraries, New Librarians," Journal of Academic Librarianship 1 (November 1975) 20-24.

Technological change in academic libraries requires a redefinition of the professional librarian's functions and qualifications.

366. Clarke, J.A., "Popular Culture in Libraries," College and Research Libraries 34 (1973) 215-218.

* 367. College Learning Resources Programs; A Book of Readings. Washington, D.C.: Association for Educational Communications and Technology, 1977.

* 368. Grove, Pearce S., ed. Nonprint Media in Academic Libraries. (ACRL Publications in Librarianship number 34) Chicago: American Library Association, 1975.

A collection of papers covering both the general field and specific types of media. After state-of-the-art reviews of cataloging and classification, standards, selection and acquisition, and national and international agencies concerned with nonprint media, a series of chapters on specific formats: sound recordings, slides, film, filmstrips, maps and map collections, pictures, photographs and prints. Extensive bibliographies.

369. Hardesty, Larry L. Use of Slide/Tape Presentations in Academic Libraries. New York: Jeffrey Norton, 1978.

Includes samples of programs and how they are used. Also see his Survey of the Use of Slide/Tape Presentations for Orientation and Instruction Purposes in Academic Libraries, 1976. ED 116 711.

370. Hartline, Jessie C. Academic Change, Multi-Media Education and the Role of Cable. New Brunswick, N.J.: Rutgers University, 1974.

Paper presented at the Conference on Cable Television and the University in Dallas, January 29-31, 1974. Rutgers University College is offered as a case study for the integrated use of cable television to further educational objectives.

371. LeClercq, Angie, "Collecting Non-Print Media in Academic Libraries," Tennessee Librarian 27 (Summer 1975) 84-87.

Also "Organizing and Collecting Non-Print Material in Academic Libraries," North Carolina Libraries, 33 (Spring 1975) 21-28.

372. Media in Higher Education; Critical Issues - Ideas, Analysis, Washington, D.C.: Information Futures, 1976.

A collection of papers including a notable one by Margaret Chisholm.

* 373. Merrill, Irving and Harold Drob. Criteria for Planning the College and University Learning Resources Center. Washington, D.C.: Association for Educational Communications and Technology, 1977.

A set of staff and space criteria for the development of an LRC program for colleges and universities. Covers media production, media services, instructional development, administration, and planning.

374. Peterson, Gary T., "Conceptualizing the Learning Center," Audiovisual Instruction 18 (March 1973) 22-24.

DeAnza College's learning center is used as the base for developing an activity model for learner-centered education. Also see the author's "The Media Center in the Educational Mainstream," Audiovisual Instruction 19 (September 1974) 25-27, and book below.

375. Peterson, Gary T. The Learning Center; A Sphere for Nontraditional Approaches to Education. Hamden, Conn.: Linnet Books, 1975.

Further development of the college instructional materials center as a learning center.

376. Schwarz, Philip John, comp. The New Media in Academic Library Orientation 1950-1972; An Annotated Bibliography. Menomonie, Wisc: Wisconsin University - Stout, Media Retrieval Services, 1973. ED 071 682.

A review and report on the literature with [illegible] studies.

* 377. Taylor, Robert S. The Making of a Library; The Academic Library in Transition. New York: Becker and Hayes, 1972.

How Hampshire College, an experimental school, planned and established a flexible library integrated with other learning services on and off campus with an emphasis on nonprint media and unusual delivery systems.

378. Thomson, Sarah Katharine. Learning Resource Centers in Community Colleges; A Study of Budgets and Services. Chicago: American Library Association, 1975.

A study of the interrelationship between expenditures and service programs in 27 community college library learning resource centers in California, Florida, Illinois, New Jersey, Missouri, Ohio, Texas, Virginia and Maryland.

379. Stevens, R. and others. AIMLO; Auto-Instructional Media for Library Orientation. Final Report. Ft. Collins, Colo.: Colorado State University, 1974.

Describes an innovative approach to undergraduate library instruction providing on-demand, point-of-use programs using instructional media.

380. Veit, Fritz. The Community College Library. Westport, Conn.: Greenwood Press, 1975.

A history and overview of the learning resources programs of the public two year colleges followed by discussions of personnel, administrative organization, technical services, materials and services.

381. Zaslansky, Gerald. Media Services in an Academic Library; A Rationale with Special Implications for New York University's Bobst Library. New York: New York University, 1974. ED 110 033.

Media in the Public Library

382. Brandon, Tom, "Film and the Public Library," Film Library Quarterly 5 (Fall 1972) 9-13.

An analysis of the Film Library Information Council survey of film libraries in North America. Also see Joan E. Clark's "The FLIC Questionnaire; A Look at the Answers," in the same issue, pp. 17-20 reviewing the results of library film operations and practices.

* 383. Brown, James W. Public Libraries and New Media; A Review and References. Stanford, Calif.: ERIC Clearinghouse on Information Resources, 1975. ED 115 282.

Annotated bibliography describing the current state of films, television, audio recordings in public libraries. Also see his "New Media in Public Libraries," Wilson Library Bulletin 51 (November 1976) 232-239 and a book with the same title published by Gaylord in 1976.

384. Campbell, H.C., "Media for the Man in the Street," UNESCO Bulletin for Libraries 27 (November-December 1973) 316-323.

Surveys action being taken in selected countries to make effective use of the newer media for adult education. Shows that public libraries are not yet fully utilizing all forms of communication media at their disposal.

385. Egan, Carol M. Establishing a Cassette Program for a Public Library. Hinsdale, Ill.: Suburban Library System, 1974. ED 100 318.

Describes a procedure for selecting, ordering, cataloging, processing and circulating cassettes. Also see her article, "Tape Cassettes and the Art Print Collection at the Public Library," Catholic Library World 46 (September 1974) 52-57.

386. Escolar-Sobrino, Hipolito, "Audiovisual Materials and Rural Libraries," UNESCO Bulletin for Libraries 26 (January/February 1972) 8-12.

387. Folcarelli, R.J., "History and Description of Audiovisual Services and Programs of the Public Library System of New York State, 1950-1970," Bookmark 32 (July 1973) 173-180.

* 388. Johnson, Scottie McIntyre, Linda Schexnaydre, and Mary S. Woods. Planning Audiovisual Services in Public Libraries. Austin, Tex.: Texas State Library, 1975. ED 110 005.

This manual, designed to be used for a workshop, provides assistance in the evaluation, selection, and use of audiovisual materials and equipment. The annotated bibliography provides further information on media formats, administration and programming.

389. Kaufmann, Ruth M., "The Mystery of the Room," Wilson Library Bulletin, 47 (September 1972) 59-61.

Describes the establishment and maintenance over a two-year period of a multimedia room for young adults.

390. Kylbert, Anna-Maria, "Audiovisual Materials and the Public Library," UNESCO Bulletin for Libraries 27 (November-December 1973) 324-406.

391. Maurstad, Betty L. The Library and the Contemporary Arts. Detroit: Wayne State University, Dept. of Library Science, 1977. ED 139 403.

A collection of papers presented at seminars sponsored by the Michigan Library Association concerned with the role of public libraries in providing services and developing collections dealing with the contemporary arts. Extensive bibliographies including one on the current situation on private and public sources of funding.

392. McLean, Isabel. Non-Print Resources; A Study of Ontario Public and Regional Library Systems. Ottawa: Canadian Library Association, 1975.

The uses being made of a wide range of nonprint material to extend and improve information services to users.

393. Mucci, Judith, "Videotape Self-Evaluation in Public Libraries; Experiments in Evaluating Public Service," RQ 16 (February 1976) 33-37.

Describes a voluntary experiment by reference librarians in the Orlando, Florida Public Library System.

394. Palmer, Joseph W., "'14-'74; Decades of Service," Film Library Quarterly 8 (No. 1, 1975) 18-22.

A brief review of public library activities with nonprint media in the 60 year period.

395. Peyser, J.R., "Videotape and Community Information; Guerrilla Television in the Public Library," Library Journal 98 (April 15, 1973) 1342-1345.

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396. Rehrauer, George. Developing a Film Program for Libraries. New York: Bowker, 1974.

* 397. Rehrauer, George. The Film User's Handbook; A Basic Manual for Managing Library Film Services. New York: Bowker, 1975.

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398. Robinson, Paul V. The Public Library as a Multi-Media Institution. New York: Columbia University, School of Library Science, 1974. ED 100 302.

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399. Sager, Donald J., "Mobile and the Cable," Library Journal 98 (February 15, 1973) 501-504.

One city's experience with a variety of services using cable television.

400. Sloan, William J., "Librarians Send in Reports of What Kinds of Films and What Types of Programming Activity They were Under-Taking," Film Library Quarterly 7 (No. 2, 1974) 3-4.

401. Stevenson, Mona L.D. Television and the Public Library; A Study of the State of the Art as Revealed by Library Literature. Columbia, Mo.: University of Missouri, Dept. of Library Science, 1975. ED 110 014.

School Library Media Centers

402. Alderman, Belle Y., comp. School Library Media Centres; An Annotated Bibliography. Canberra, Australia: Australian Schools Commission, 1976.

A list of over 150 monographs, articles, and audiovisual materials for primary and secondary school librarians.

403. Bezzi, D.R. and others. Maximizing Use of the Media Center. ED 143 353.

This text presents suggestions and guidelines for media specialists and teachers in the establishment of a maximum use media program.

404. Delaney, Jack J. The Media Program in the Elementary and Middle School. Hamden, Conn.: Shoe String Press, 1976.

405. Freeman, Patricia. Pathfinder; An Operational Guide for the School Librarian. New York: Harper and Row, 1975.

This text outlines the functional procedures in the evaluation, selection, and use of print and nonprint materials and equipment. Includes a 282 item bibliography and a directory of publishers and distributors.

* 406. Gillespie, John T. and Diana L. Spirt. Creating a School Media Program. New York: Bowker, 1973.

407. Glogau, Lillian and others. Developing a Successful Elementary School Media Center. West Nyack, N.Y.: Parker, 1972.

A three phase plan for organizing a school media center providing step-by-step instructions. A section offers basic information on the use and misuse of audiovisual equipment.

408. Hostrop, Richard W. Education Inside the Library Media Center. Hamden, Conn.: Shoe String Press, 1973.

A review of the role of libraries from the time of Aristotle. Explores the teaching-learning role of the merged print/nonprint center and concludes with reviews of the library-college concept.

409. How to be Resourceful in Centering Instructional Media. Washington, D.C.: National Association of Secondary School Principals, 1975. ED 105 850.

To assist media center personnel in planning their centers and to help them develop more effective use of learning resources.

410. Klitzke, Dwight Mark and John Starkey. Resource Centers; Some Ideas. 1973. ED 081 212.

Teachers, principals, and other public school personnel interested in establishing learning resource centers are provided with guidelines and a framework.

411. Kroll, Steven. Opening the World; Motivation in the Use of Library/Media Materials. Bel Air, Md.: Harford County Public Schools, 1977. ED 138 265.

Suggestions on how to create a friendly atmosphere in the media center.

* 412. Loertscher, David V. Budgeting for School Media Centers; An Annotated Bibliography. Stanford, Calif.: ERIC Clearinghouse on Information Resources, 1975. ED 115 263.

Books, journals and articles on the subject of program budgeting are included in this annotated bibliography of over 70 items. Divided into three categories -- helpful works on budgeting from general education, philosophical and practical statements from the field and practical tips and suggestions.

413. Marshall, Faye D. Managing the Modern School Library. West Nyack, N.Y.: Parker, 1976.

414. Pearson, Robert H. The Role of the School Media Center in Instructional Development. Technical Report no. 74-11-1. ED 100 379.

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416. The Role of the Librarian in Media. New York: Miller-Brody Productions, 1975.

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Detailed information about the school library media center organization and services is provided in this manual. A sample services handbook is appended.

418. Strand, Shelby Elaine. So This is How You Run a Media Center; Organizing, Administering, and Developing a School Instructional Media Center; An Annotated Bibliography. Grand Forks, N.D.: North Dakota University, 1970. ED 045 112.

114 listings from filmstrips, government documents, texts, journals, and other publications.

* 419. Thomas, James L. Turning Kids on to Print Using Nonprint. Littleton, Colo.: Libraries Unlimited, 1978.

Creative programs and activities using media.

420. Walker, H. Thomas and Paula Kay Montgomery. Teaching Media Skills; An Instructional Program for Elementary and Middle School Students. Littleton, Colo.: Libraries Unlimited, 1977.

421. Ward, Pearl L. and Robert Beacon. The School Media Center; A Book of Readings. Metuchen, N.J.: Scarecrow Press, 1973.

422. Wood, Johanna S., "Media Programs for Today and Tomorrow," School Media Quarterly 4 (Summer 1976) 305-310.

A selected bibliography of professional resources.

School Library Media Centers - Periodicals

423. School Library Journal. New York: Bowker, 1954- . Monthly, September through May.

Features and columns regarding media in education. Has an annual buyers' guide which provides sources of audiovisual equipment and supplies.

424. School Media Quarterly. Chicago: American Association of School Librarians, 1952- . Quarterly.

Formerly School Libraries, this is the official journal of AASL. Contains practical and research articles on school media work. "Media Review" is a regular feature.

Art and Slide Libraries

425. Boerner, Susan Zee. Fundamentals of the Slide Library. Paper submitted in partial fulfillment of degree requirements, School of Library Science, Texas Woman's University, 1977. ED 150 858.

This paper is an introduction to the fundamentals of the art and architecture slide library with some attention to a science slide library. Topics include duties of the slide librarian, selection, acquisition and storage of slides, cataloging and classification, and guidelines for judging the quality of slides.

* 426. Irvine, Betty Jo. Slide Libraries; A Guide for Academic Institutions and Museums. Littleton, Colo.: Libraries Unlimited, 1974.

A complete manual and review of procedures. Includes an extensive classified bibliography, pp. 159-179.

* 427. "Music and Fine Arts in the General Library," Guy A. Marco and Wolfgang M. Freitag, issue editors. Library Trends 23 (January 1975) 319-546.

17 articles for the administrator of a general library on the problems which are special to art and music collections.

* 428. Pacey, Philip, ed. Art Library Manual; A Guide to Resources and Practice. New York: Bowker, 1977.

An anthology of 24 papers surveying the entire world of art librarianship.

Film Librarianship

429. Aig, Dennis. Working in the Film Archives. College Park, Md.: University Film Association, 1977. ED 144 142.

This paper provides suggestions for locating and using archival film materials and points out some of the standard references available.

430. Alexander, William E. and others, "Toward a Theory for the Scientific Management of Educational Film Libraries," AV Communication Review 19 (Spring 1971) 89-101.

431. Film Library Quarterly 7 (1974) entire issue.

Four articles on film programming, as follows:
Artel, Linda and Susan E. Wengrak, "Programing Children's Film," pp. 50-60.
Feinstein, Peter, "Programing Independent Film," pp. 8-16.
Green, Ron, "Programing Works by a Single Filmmaker: Jean-Luc Godard," pp. 17-27.
Nichols, Bill, "Programing the American Feature Film," pp. 41-49.

* 432. Harrison, Helen P. Film Library Techniques; Principles of Administration. New York: Hastings House, 1973.

A practical guide to the formation and maintenance of film libraries, specifically newsfilm libraries.

Music Librarianship

* 433. Bradley, Carol June, ed. Reader in Music Librarianship. Englewood, Colo.: Microcard Editions, 1975.

434. Buth, Olga, "Scores and Recordings," Library Trends 23 (January 1975) 427-450.

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436. Hagen, C.B., "The Struggle of Sound Archives in the United States," Library Trends 21 (1972) 29-52.

* 437. Phillips, Don. A Selected Bibliography; Music Librarianship. (Graduate School of Library Science Occasional Paper, number 113) Urbana, Ill.: University of Illinois, Graduate School of Library Science, 1974.

Selected items on public, school, university and special music libraries and librarianship 1937-1973. Annotated.

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Describes the establishment of this experimental library within the library system. Explains the underlying pedagogical principles which guided the design, choice of equipment and layout.

* 439. Stevenson, Gordon, "Sound Recordings," pp. 300-320 of Advances in Librarianship, Vol. 5. Melvin Voigt and Michael H. Harris, eds. New York: Academic Press, 1975.

Includes an extensive bibliography.

440. Stevenson, Gordon, issue ed. "Trends in Archival and Reference Collections of Recorded Sound," Library Trends 21 (July 1972) entire issue.

Includes an article by Stevenson, "Discography: Scientific, Analytical, Historical, and Systematic," pp. 101-135.

Oral History

441. Baum, Willa K. Transcribing and Editing Oral History. Nashville, Tenn.: American Association for State and Local History, 1977.

* 442. Davis, Cullom; Kathryn Bach and Kay MacLean. Oral History; From Tape to Tape. Chicago: American Library Association, 1977.

Combining the expertise of historian, editor and library cataloger, this manual provides general principles of oral history recording.

443. Davis, Cullom, "Tapeworms and Bookworms; Oral History in the Library," Catholic Library World 47 (October 1975) 102-103.

A description of the oral history movement and a discussion of oral history's relationship with libraries and librarians.

444. Starr, L.M., "Oral History; Problems and Prospects," pp. 275-304 of Advances in Librarianship, Vol. 2. Melvin J. Voigt, ed. New York: Seminar Press, 1971.

Medical Librarianship

445. Weinsider, Gail, Robert B. Lorenz and George W. Welsh, "The Development of Audiovisual Resources in Hospital Information Centers," pp. 193-217 of Library Practice in Hospitals; A Basic Guide. Harold Bloomquist, ed. Cleveland: Case Western Reserve University, 1972.

MEDIA AND TEACHING

General Works on Instructional Technology

446. Academy for Educational Development. Learning Depends More on How a Medium is Used than on Which Medium is Used. Washington, D.C.: Academy for Educational Development, Information Center on Instructional Technology, 1974. ED 152 242.

A series of analytical studies on learning, cost, and field projects conducted by Wilbur Schramm and his associates are reviewed in this report. Analysis of potential of instructional technology for developing countries with particular reference to intermediate technologies, use of media for out of school populations, and ways in which media may be combined to reinforce.

447. Association for Educational Communications and Technology. Understanding Educational Technology. Washington, D.C.: AECT, 1978(?).

A 35mm sound filmstrip introducing the concept of educational technology.

448. Bretz, Rudy. A Taxonomy of Communication Media. Santa Monica, Calif.: Rand Corp., 1971. Also published by Englewood Cliffs, N.J.: Educational Technology Publications, 1971.

Twenty-eight specific communication media are defined and described.

* 449. Carnegie Commission on Higher Education. The Fourth Revolution; Instructional Technology in Higher Education. New York: McGraw-Hill, 1972.

450. Clark, Richard E., "Constructing a Taxonomy of Media Attributes for Research Purposes," AV Communication Review 23 (Summer 1975) 197-216.

Suggests a taxonomy that would include media, individual differences, and behaviors.

* 451. Educational Technology; Definition and Glossary of Terms. Vol. 1. Washington, D.C.: Association for Educational Communications and Technology, 1977.

An attempt to define educational technology as a theory, a field, and a profession. Includes a glossary organized by function.

452. Economics of New Educational Media; Educational Methods and Techniques. Paris: UNESCO, 1977.

* 453. Ely, Donald P., Current Trends in AV Technology. Hobart, Tasmania: Library Association of Australia, 1977. ED 145 825.

Clarifies the difference between the product and the process approach to educational technology. Describes six levels or categories of media use from the tool level through the data level, the behavior control level, the meaning level, the research level and the systems level. Discusses major trends in use of media.

454. Ely, Donald P. and Margaret E. Chisholm, "Reflections from a Crystal Ball," Audiovisual Instruction 21 (January 1976) 8-11.

A discussion of the considerations that professionals in educational media should make to have control of its direction in the future.

455. Evans, David R., "Technology in Nonformal Education; A Critical Appraisal," Comparative Education Review 20 (October 1976) 305-327.

Focuses on the relationship between communications technology and the human organizational setting within which it is used.

456. Frederick, Franz J., "Overview of Current Learning Theories for Media Centers," Library Trends 19 (April 1971) 401-409.

* 457. Gerlach, Vernon and Donald P. Ely. Teaching and Media; A Systematic Approach. Englewood Cliffs, N.J.: Prentice-Hall, 1971.

458. Gillet, M. Educational Technology; Toward Demystification. Englewood Cliffs, N.J.: Prentice-Hall, 1973.

459. Heinich, Robert, "Is There a Field of Educational Communications and Technology?" Audiovisual Instruction 18 (May 1973) 44-46.

Concludes there is a large cluster of professional specialties that logically belong within the field.

460. Hustuft, Dean, "Media in Instructional Processes," Educational Technology 13 (December 1973) 12.

To illustrate the relationship of media to instructional processes, three distinct levels of instruction are examined: teaching as voco/visual behavior; media as 'aids': and media for instruction.

* 461. International Yearbook of Educational and Instructional Technology. London: Association of Programmed Learning and Educational Technology (APLET), 1972- . Annual.

Formerly titled APLET Yearbook of Educational and Instructional Technology.

462. Koerner, James D. The Present and the Future in Educational Technology. New York: Sloan Foundation, 1977. ED 143 357.

Current developments in educational technology are reviewed in relation to the computer, television and video reproduction, low technology, self paced instruction and the reduction of costs through technology.

* 463. Levitan, Karen, "The School Library as an Instructional Information System," School Media Quarterly 3 (Spring 1975) 194-203.

A review of the concept of educational technology and the implications of it for school library programs.

464. Mitchell, P. David, "The Discernible Educational Technologist," Programmed Learning and Educational Technology 12 (September 1975 306-324.

Five key but integrated functions are identified: learning consultant, educational materials producer, manager of learning resources, educational systems developer, and educational planner.

465. Saretsky, G. and K.H. Silber, "Toward Understanding the Roles and Functions of Instructional Technology in Alternative Learning Systems," Audiovisual Instruction 20 (March 1975) 48-56.

466. Schramm, Wilbur. Big Media, Little Media; Tools and Technologies for Instruction. Beverly Hills, Calif.: Sage Publications, 1977.

467. Silber, Kenneth H. The Learning System; A New Approach to Facilitating Learning Based on Freedom, the Future, and Educational Technology. Washington, D.C.: U.S. Office of Education, 1973. ED 084 842.

The open learning system is based on the belief that learning and life are synonomous and that what is needed is not a system to teach but a system which allows people to learn by bringing them into contact with learning resources.

468. Sleeman, Philip J., Ted Cobun and D.M. Rockwell. Instructional Media and Technology; A Guide to Accountable Learning Systems. New York: Longman, 1979.

A textbook on curricular design, learner analysis, and media selection, design, production, hardware and packaging.

* 469. Tickton, Sidney G., ed. To Improve Learning; An Evaluation of Instructional Technology. 2 vols. New York: Bowker, 1970, 1971.

Report by President's Commission on Instructional Technology and related papers.

* 470. Wittich, Walter A. and Charles F. Schuller. Instructional Technology; Its Nature and Use. 5th ed. New York: Harper and Row, 1973.

Instructional Technology - General Periodicals

* 471. ECTJ; Educational Communication and Technology; A Journal of Theory, Research and Development. Washington, D.C.: Association for Educational Communications and Technology, 1952- . Quarterly.

Formerly AV Communications Review until Spring 1978. Contains articles and research papers on educational technology.

472. Programmed Learning and Educational Technology. London: Sweet and Maxwell, 1964- . Quarterly.

Official journal of the Association for Programmed Learning and Educational Technology (APLET), the British counterpart of AECT.

Instructional Development - General Readings

473. Atkins, William A., "What Is Instructional Systems Development?" Educational Technology 15 (December 1975) 17-20.

Presents instructional systems development as an alternative approach to using textbooks as guides to the curriculum.

474. Duane, James E., ed. Individualized Instruction; Programs and Materials, Selected Readings and Bibliography. Englewood Cliffs, N.J.: Educational Technology Publications, 1973.

Selected readings dealing with problems encountered in making transition to individualized instruction, several successful formats in use, characteristics of various types of media and methods for individualized instruction, and the evaluation of individualized programs.

475. Evaluation of Education. Englewood Cliffs, N.J.: Educational Technology Publications, 1973.

Articles selected from Educational Technology magazine.

476. Hendershot, Carl H. Programmed Learning and Individually Paced Instruction; Bibliography. 5th rev. ed. Bay City, Miss.: Hendershot, 1978.

* 477. [Instructional Development], Journal of Instructional Development. Washington, D.C.: Association of Educational Communications and Technology, Fall 1978, Vol. 2, no. 1. entire issue.

This issue contains both practical and theoretical articles on instructional development, strategies for performing instructional development, evaluation, and management of the process.

478. Joyce, Bruce R., "Model for an Alternative Approach to Curriculum Development," School Media Quarterly 4 (Spring 1976) 219-223.

A proposal for curriculum reform: creating a learning environment using multimedia support systems.

479. Kemp, Jerrold. Instructional Design; A Plan for Unit and Course Development. Belmont, Calif.; Fearon, 1977.

480. Locatis, Craig N. and Dennis D. Gooler. Evaluating Second Order Consequences; Technology Assessment and Education. Chicago: American Educational Research Association, 1974. ED 097 377.

A paper presented at the annual meeting of the AERA describing a study of the literature of technology assessment.

481. Scanlon, Robert G. and Joann Weinberger, comps. Research for Better Schools; Compiled Bibliography on Improving Productivity of School Systems through Educational Technology. Washington, D.C.: National Institute of Education, 1973. ED 086 241.

Citations of nearly 800 items providing an overview of the most recent literature on the topics of communication systems, educational and instructional technology, and the use of technological innovations to improve educational productivity.

482. Schoen, Harold L. and Thomas C. Hunt, "The Effect of Technology on Instruction; The Literature of the Last Twenty Years," AEDS Journal 10 (Spring 1977) 68-82.

Particular emphasis on the literature related to programmed instruction, the use of behavioral objectives, individualized instructional systems, and the problem of measuring educational variables.

* 483. Travers, Robert M. Essentials of Learning. 4th ed. New York: Macmillan, 1977.

484. Trow, William Clark, and Eugene E. Haddan, eds. Psychological Foundations of Educational Technology. Englewood Cliffs, N. J.: Educational Technology Publications, 1976.

Readings in educational psychology for teachers with emphasis on general information and direct educational applications.

Instructional Development - General Periodicals

485. JID; Journal of Instructional Development. Washington, D.C.: Association for Educational Communications & Technology, 1978- . Quarterly.

Intended for those who practice and teach instructional development. Includes articles, research reports, case studies and critical reviews.

RESEARCH AND SPECIAL ISSUES

* 486. Abbott, George and others. Project Media Base; Final Report. Washington, D.C.: National Commission on Libraries and Information Science, 1978.

Project Media Base is intended to facilitate the development of a national bibliographic system for audiovisual resources.

487. Allen, William H., "What Do Fifty Years of Media Research Tell Us?" Audiovisual Instruction 18 (March 1973) 48-49.

* 488. "An Analysis of Research Needs in Educational Communication and Technology - Part I," Educational Communications and Technology 26 (Spring 1978) entire issue.

Articles on perception theory by Kenneth Norberg, visual literacy by W. Howard Lane, media research by Gavriel Salvas, instructional technology by Harold E. Hill, television research by Mary Sceiford and film research by Robert W. Wagner.

489. Association for Educational Communications and Technology. Copyright and Educational Media; A Guide to Fair Use and Permissions Procedures. Washington, D.C.: AECT, 1977.

Developed in cooperation with the Association of Media Producers, this book discusses the 'Fair Use' section of the new Copyright Law and provides helpful information about the permissions process.

490. Brown, James W., ed. Nonprint Media Information Networking; Status and Potentials. Washington, D.C.: Association for Educational Communications and Technology, 1976.

These papers include descriptions of the Educational Film Library Association, the Consortium of University Film Centers, Booklist, the National Audiovisual Center, AV Line, the National Instructional Materials Information System (NIMIS), MARC nonprint data bases, NICEM, MEDIAFILE, EPIE, Media Review Digest and others.

491. Cronbach, L.J. and Richard E. Snow. Aptitudes and Instructional Methods; A Handbook for Research on Interaction. New York: Halsted Press, 1977.

492. Hartjen, Raymond H. Compressed Media; A New Dimension of Compressed Speech. Washington, D.C.: Association for Educational Communications and Technology, 1977.

A paper presented at the annual conference in Florida that discusses various means of increasing the information availability rate. Techniques include: compressed speech, compressed media for individualization of instruction, compressed motion pictures and video.

493. Moldstad, J.A., "Selective Review of Research Studies Showing Media Effectiveness; A Primer for Media Directors," AV Communication Review 22 (Winter 1974) 387-407.

494. National Audio-Visual Aids Centre. [A series of publications on media research] London: Visual Education Book Service, various dates.

Some relevant titles are the following:

A Survey of British Research in Audio-Visual Aids, 1945-1971 by Helen Coppen.

A Survey of British Research in Audio-Visual Aids: Supplement 1, 1972-1973 by Susie Rodwell.

A Survey of British Research in Audio-Visual Aids: Supplement 2, 1974 by Susie Rodwell.

A Survey of British Research in Audio-Visual Aids: Supplement 3, 1975 by Susie Rodwell.

495. Travers, Robert M.W. Man's Information System; A Primer for Media Specialists and Educational Technologists. Scranton, Penn.: Chandler, 1970.

An introduction to human information processing.

496. Troost, Willie, "Off-Air Videotaping; An Issue of Growing Importance," Audiovisual Instruction 21 (June/July 1976) 60-63.

AUTHOR-TITLE INDEX

This index lists all authors and abbreviated titles entered separately, plus additional authors and titles that are briefly mentioned within annotations. Citations given are for entry numbers rather than page numbers.

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